



store fronts

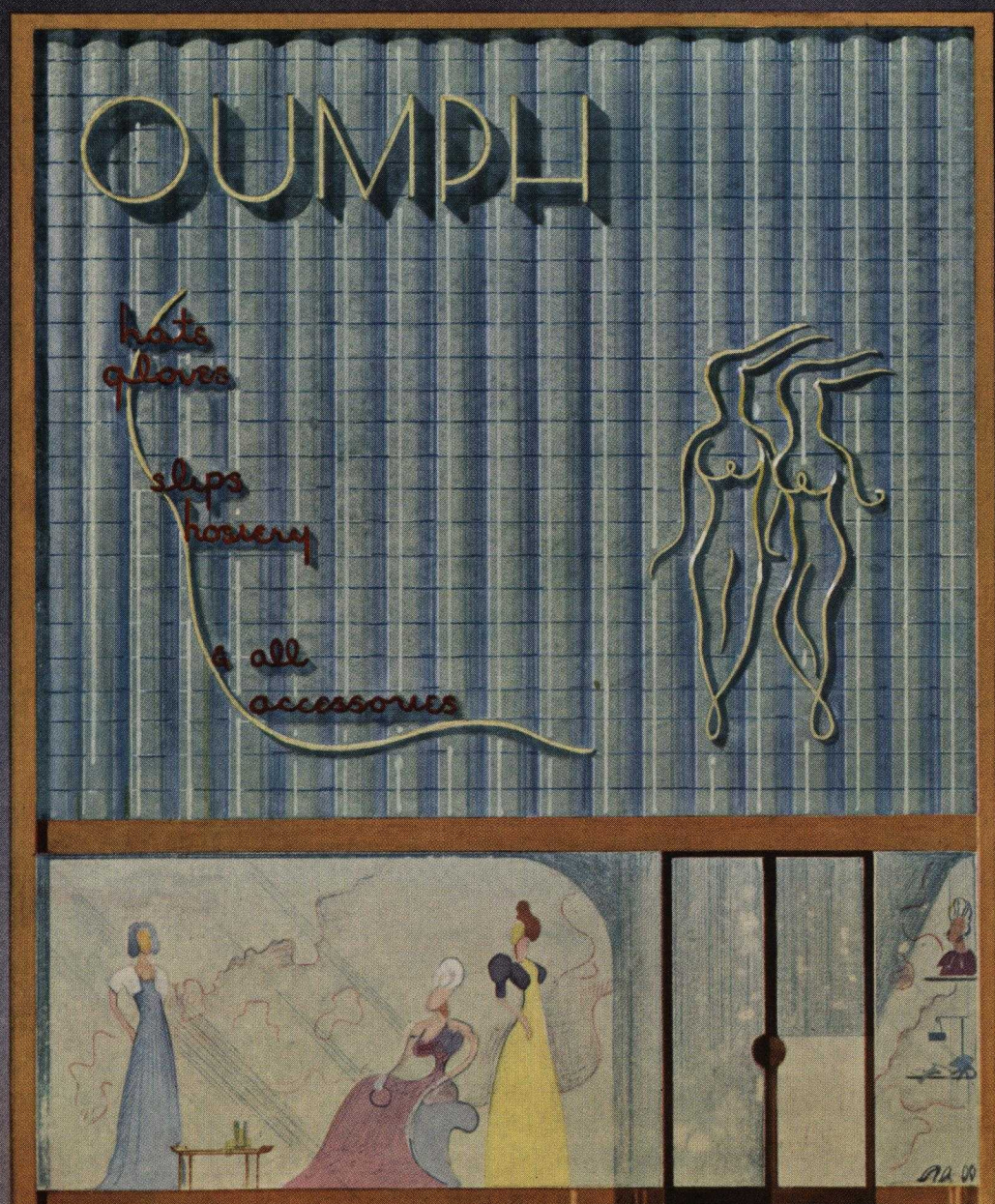
The Owens-Illinois Glass Company presents in this book the prize-winning designs selected by the jury in the second of four Insulux competitions. In addition to the prize winners, a number of other interesting store front designs are shown.

In selecting for the problem a beauty shop, a restaurant, and an apparel shop, it was felt that these stores covered the most important features common to store front design. Even though each of these shops presented its own particular problem, the uses of the material indicate the numerous possible adaptations to other store front needs.

In view of the relatively large areas of glass block used in the winning designs, the following comment of the jury is interesting. "As we review the eight prize-winning designs, it becomes evident that the selections made, with one exception, show glass block as a predominating material. This fact represents no conscious intention in our deliberations nor any predilection for quantitative use."

More detailed comment of the jury is given under each prize-winning design.

RESTAURANT



APPAREL SHOP

First prize, \$1,000.00

JAMES A. MITCHELL AND

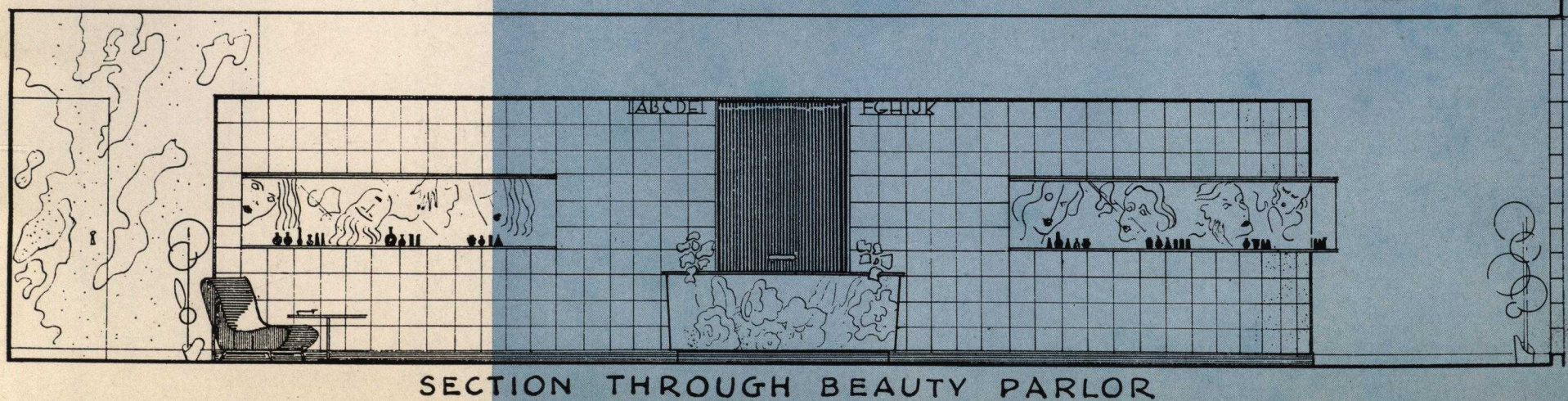
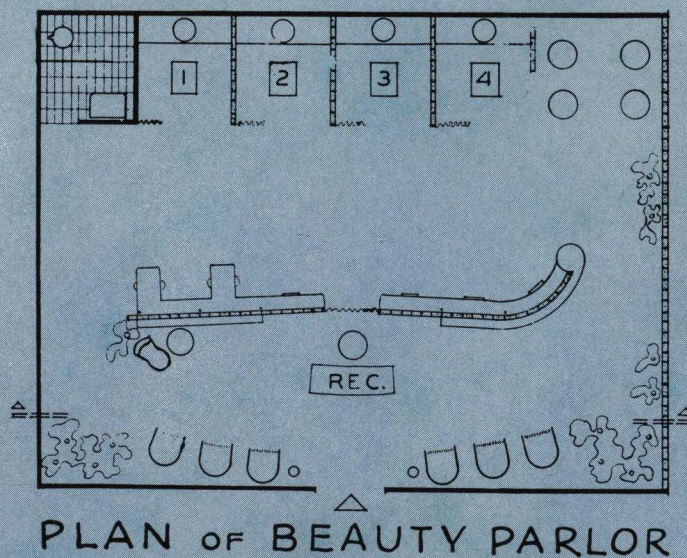
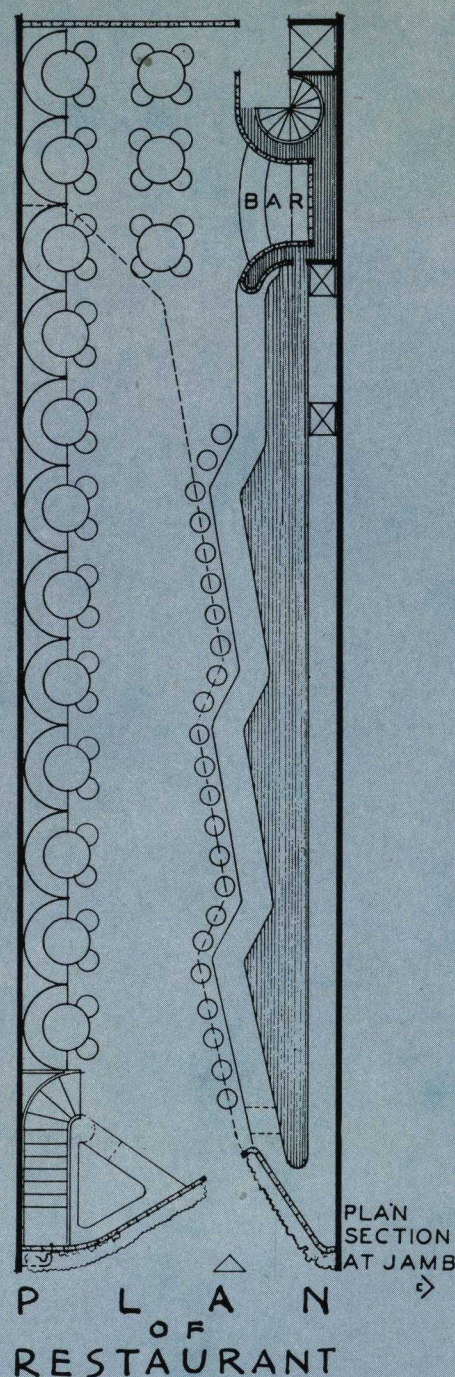
DAHLEN K. RITCHEY

PITTSBURGH, PENNSYLVANIA

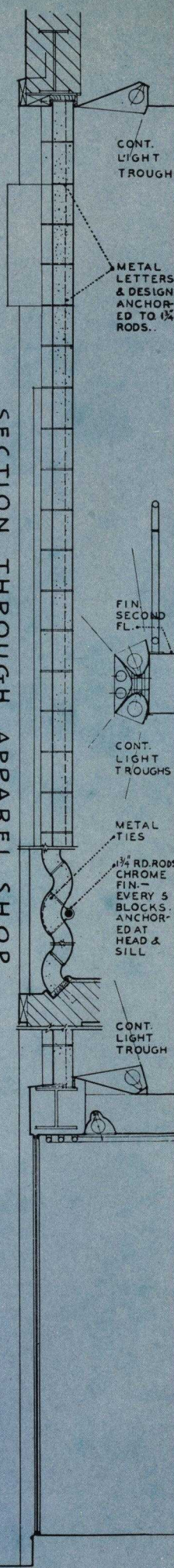
JURY COMMENT—"An interesting form leads the eye nicely to the restaurant entrance, neatly framed in metal. Here is a good background for a sign, and the designer has well placed the lettering of what he had to say.

"On the apparel shop facade, full attention is drawn to the show window, and it is given all the space that the frontage affords. Through the use of glass corner blocks, alternating direction, the designer has secured an arresting, yet simple, background for the neon sign.

"The plan of the beauty parlor, as in a majority of the designs, displays a less comprehensive grasp of the problem's requirements and potentialities."



SECTION THROUGH APPAREL SHOP



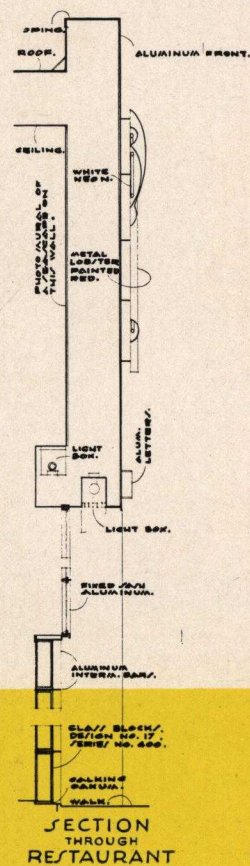
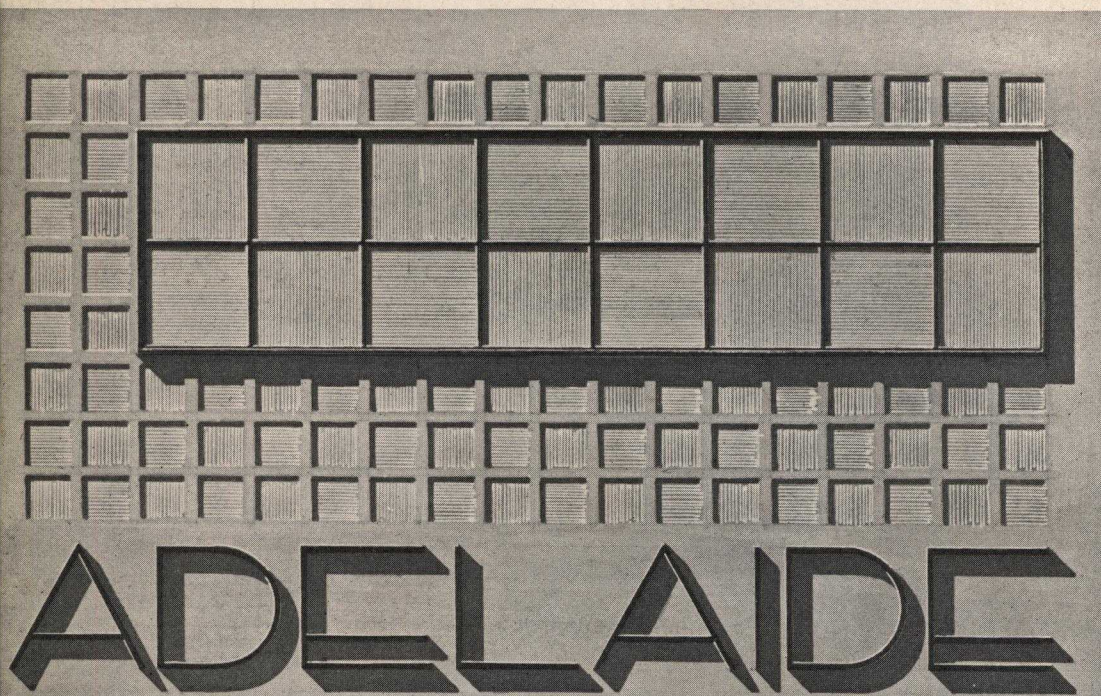


RESTAURANT

Submitted by

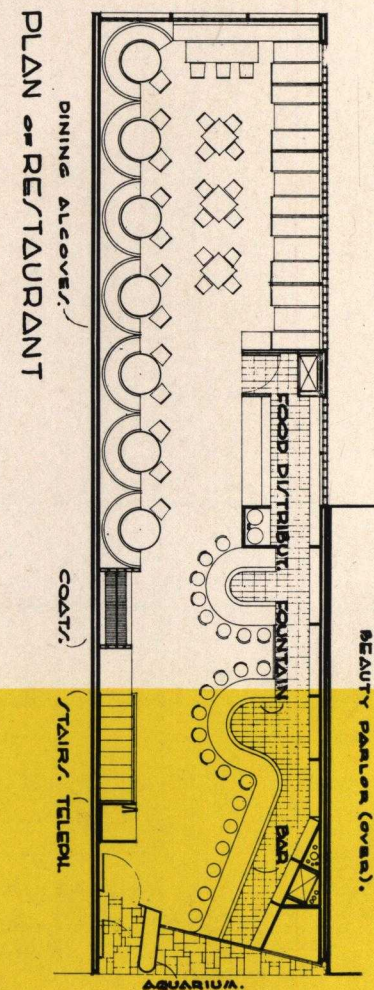
VITO A. GIRONE, ORANGE, NEW JERSEY

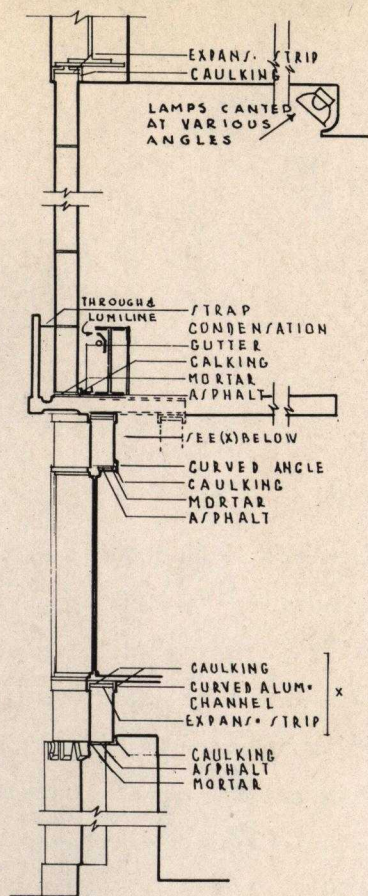
The upper part of the apparel shop shows an unusual and interesting use of glass block in a grille of metal or other structural materials.



SECTION THROUGH RESTAURANT

APPAREL SHOP





N-11 3/4" SQ. GL. BLOCKS USED
THROUGHOUT WITH EXCEPT-
TION OF ROW DIRECTLY UNDER
MARQUISE WHICH ARE 7 3/4" SQ.

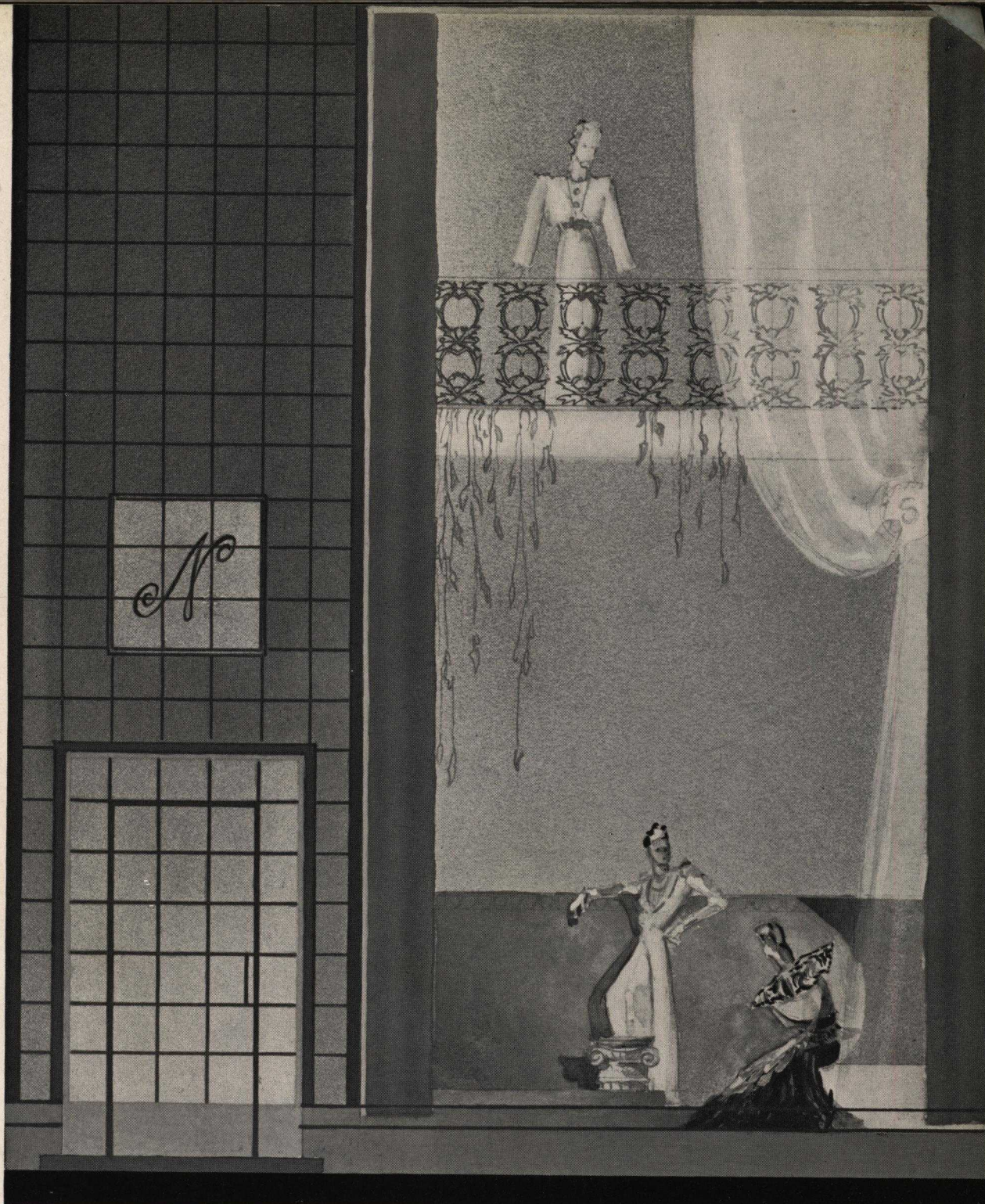
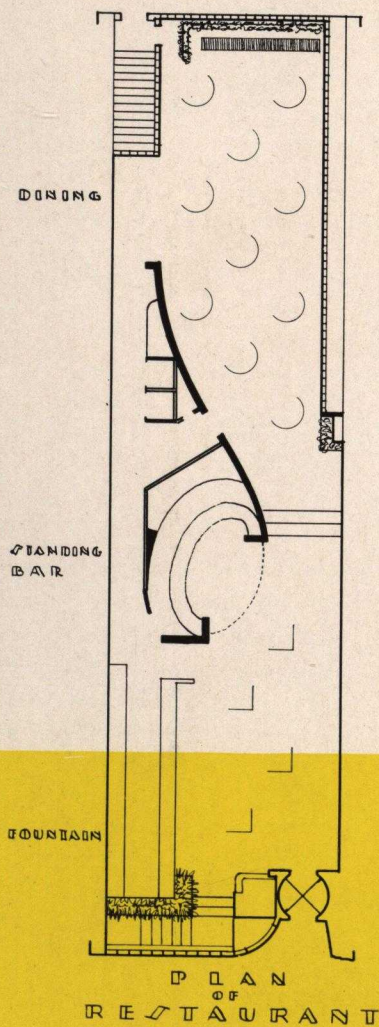
SECTION
THROUGH
APPAREL SHOP

Submitted by

THOMAS E. BERGER

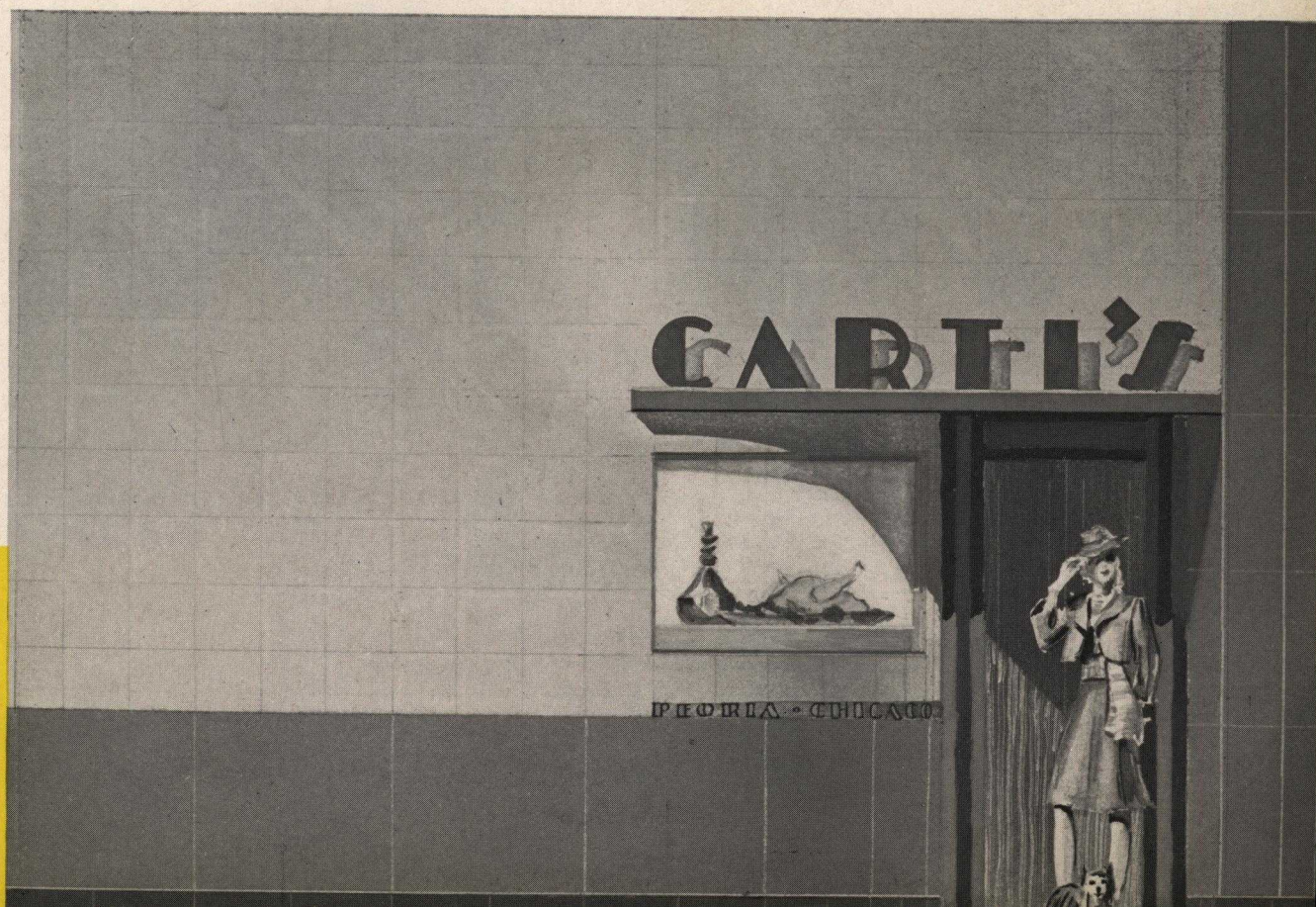
CHAMPAIGN, ILLINOIS

The glass block panel forms an attrac-
tive light-transmitting frame for a small
display window in this restaurant front.



APPAREL SHOP

RESTAURANT



APPAREL SHOP

Second prize, \$750.00

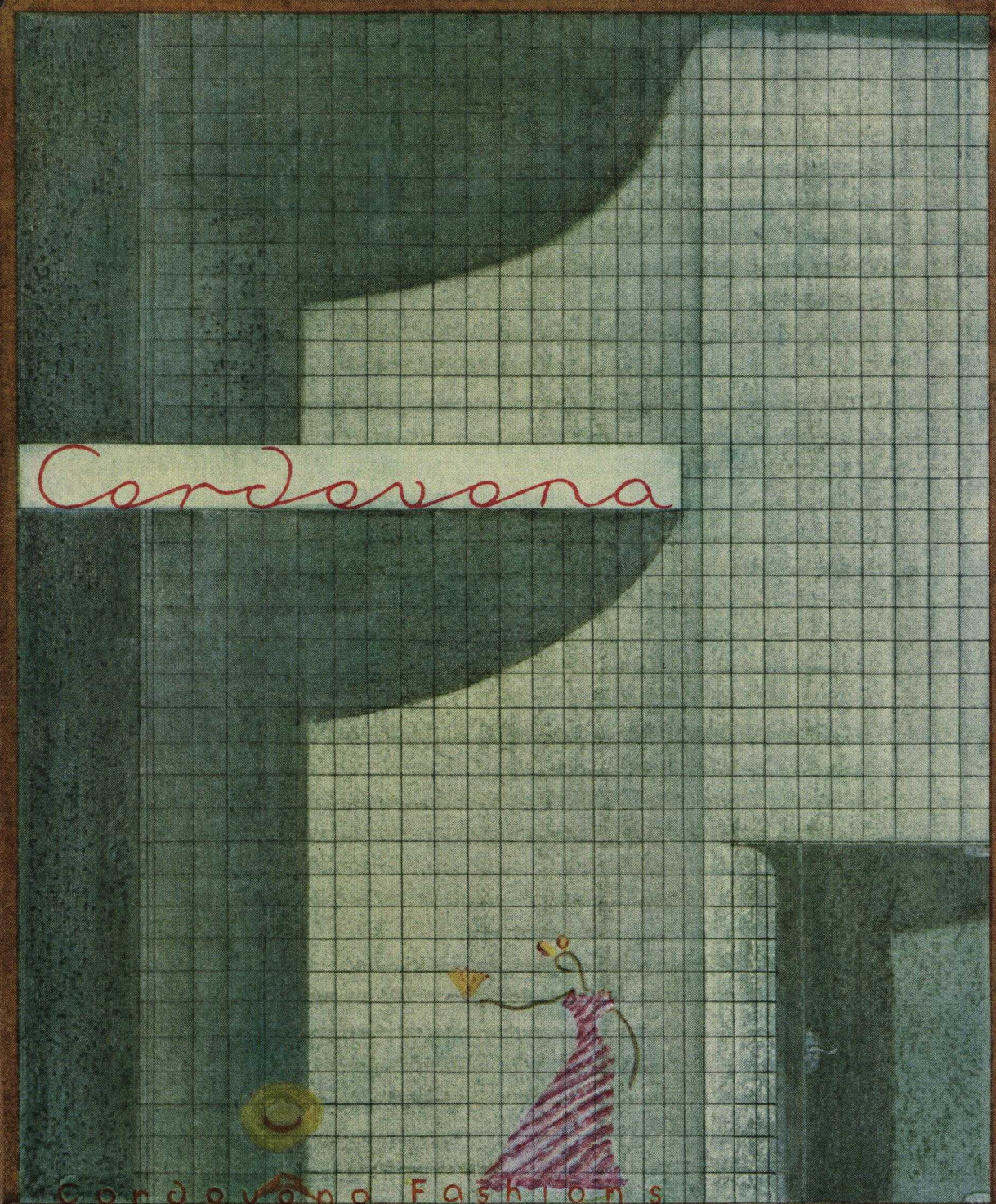
SIMON SCHMIDERER

NEW YORK, NEW YORK

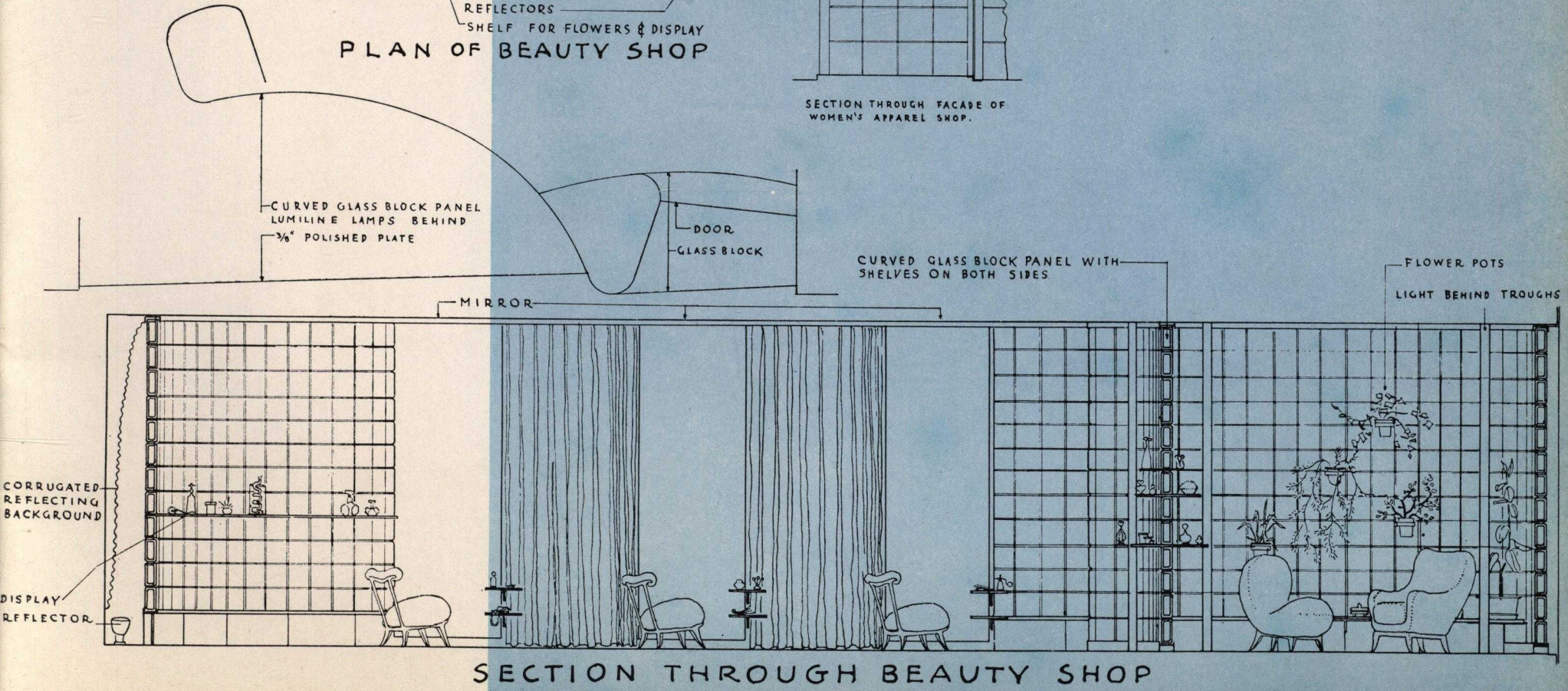
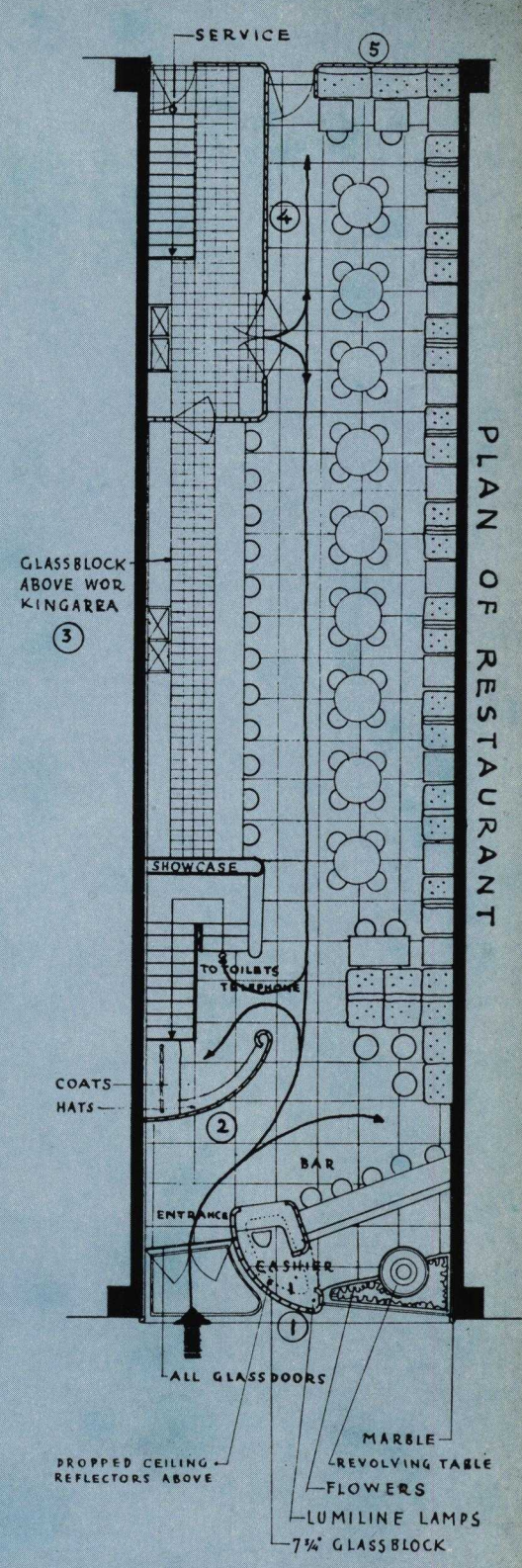
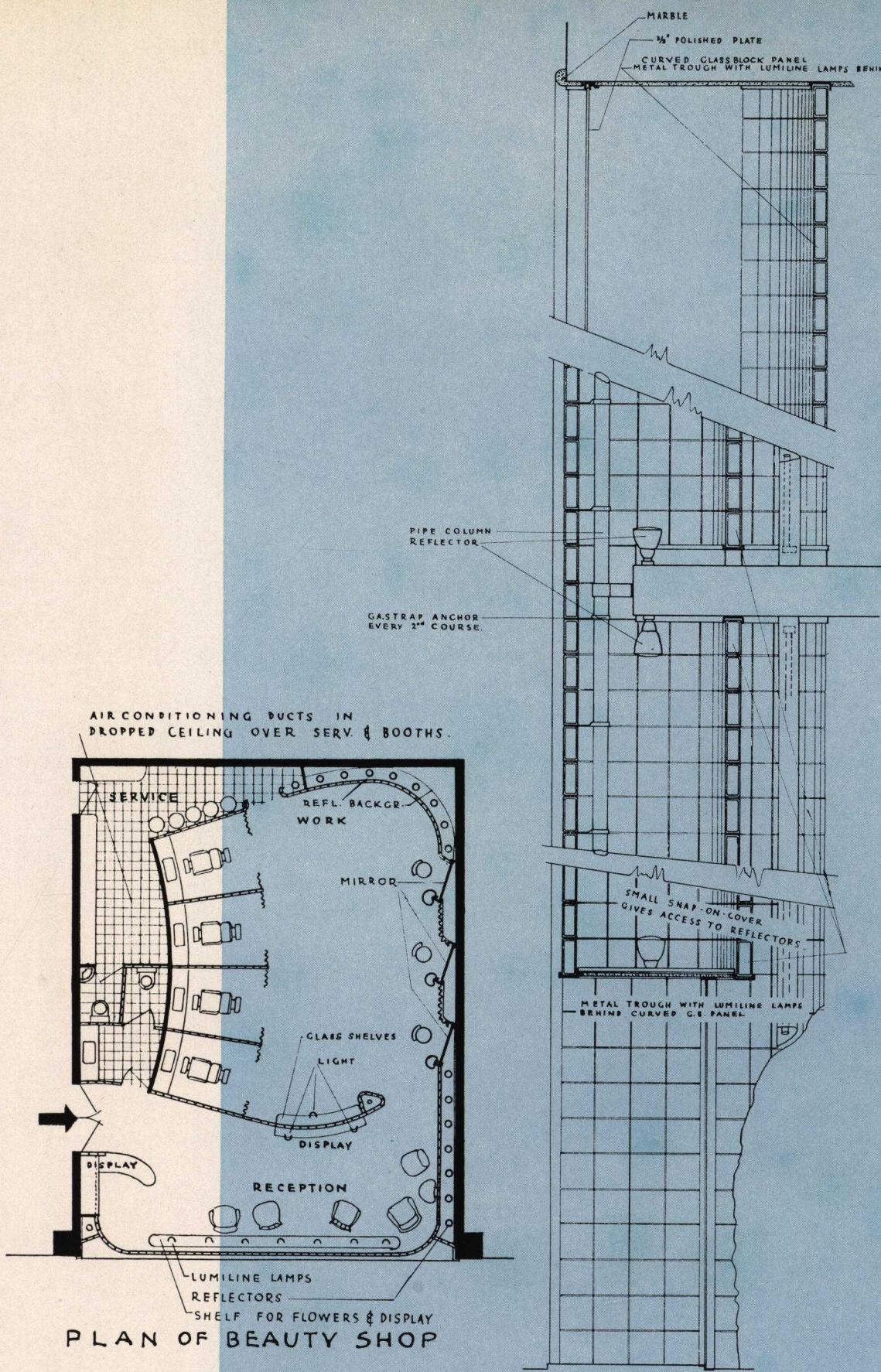
JURY COMMENT—"An effective use of glass block, both outside and inside the restaurant.

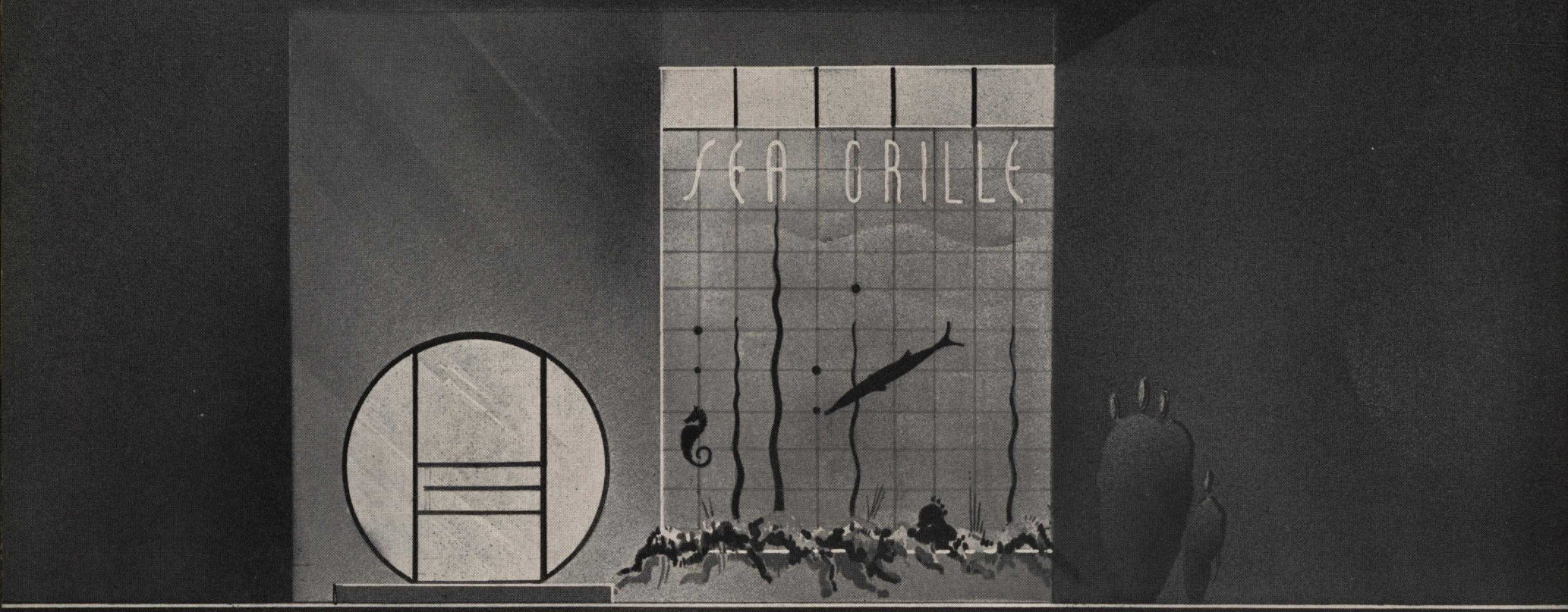
"In the apparel shop, a particularly interesting form is developed through the combination of blocks and plate glass, creating a sense of space that is achieved by no other design in the competition.

"A very practical use of the glass block is indicated in the beauty parlor."



RESTAURANT



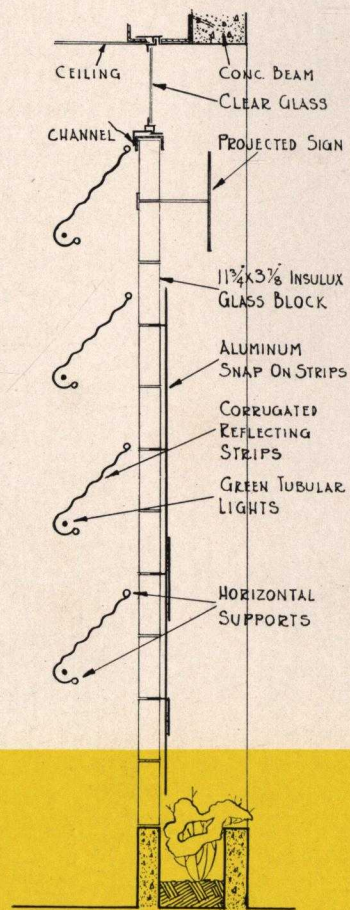
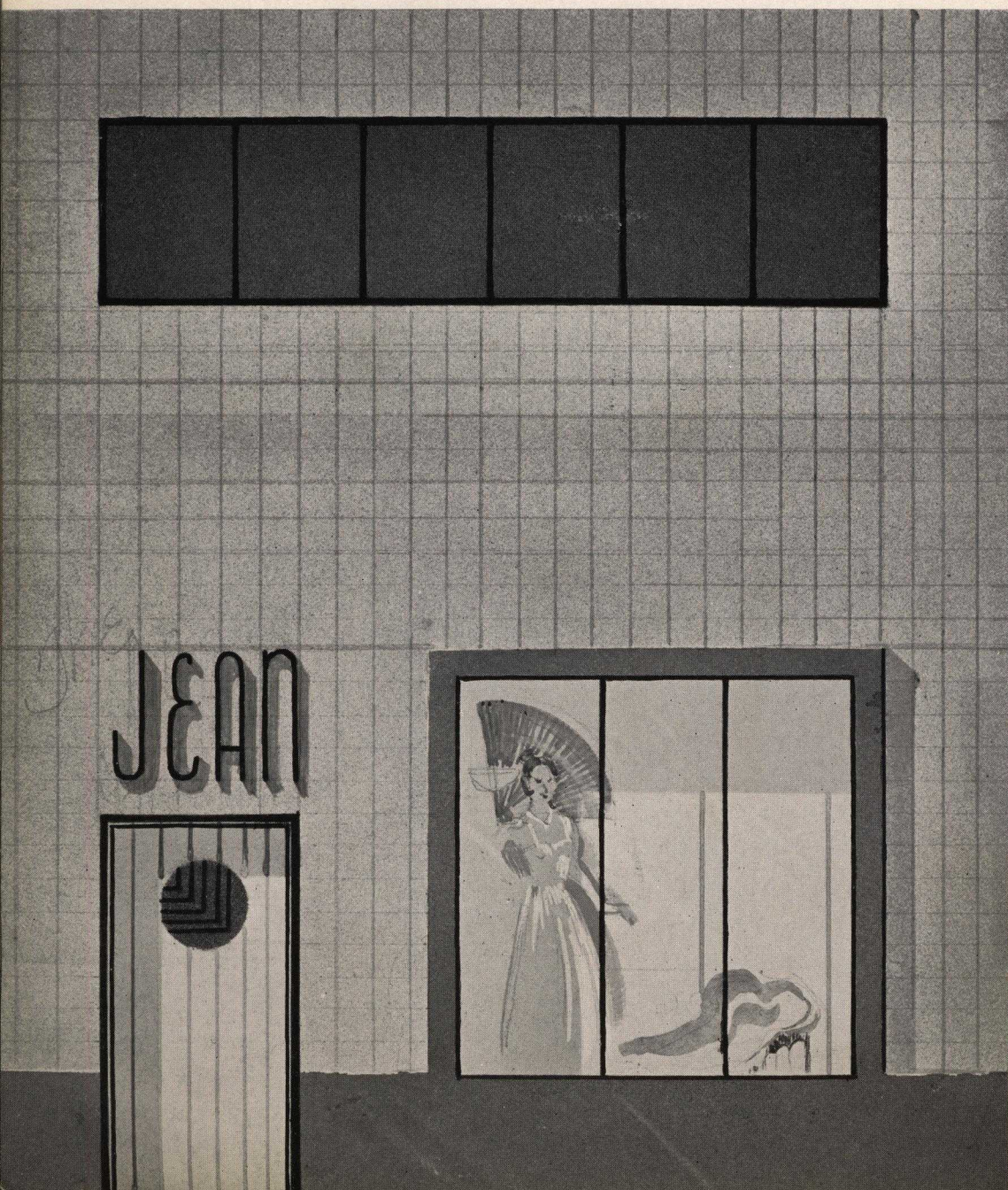


Submitted by

RESTAURANT

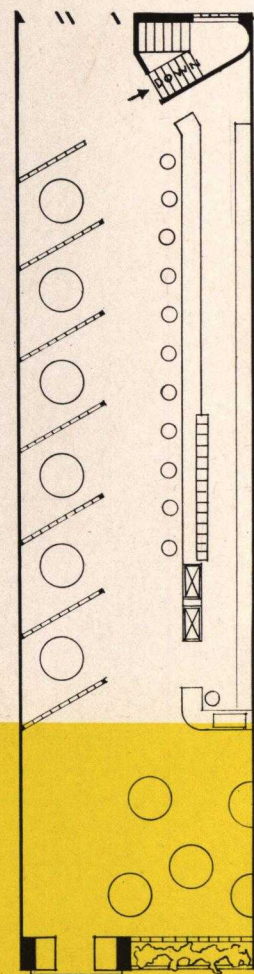
DON R. GOSS, SEILING, OKLAHOMA

The large glass block panel used as a background for applied metal cutouts forms a realistic submarine scene. The green tubular lights, with their reflectors, create atmosphere for a sea food restaurant.



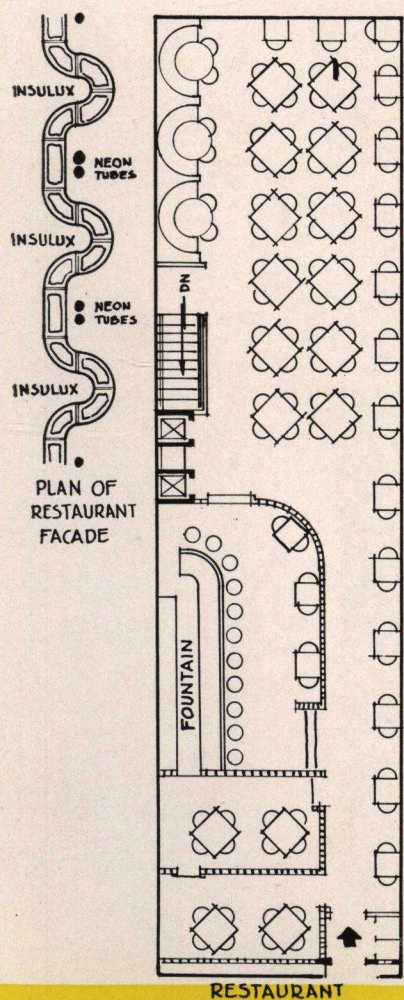
SECTION-RESTAURANT FACADE

APPAREL SHOP



PLAN OF RESTAURANT

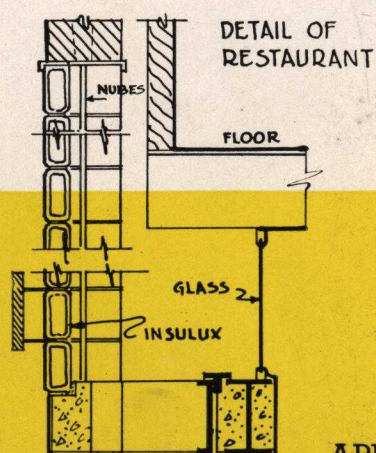
RESTAURANT



Submitted by

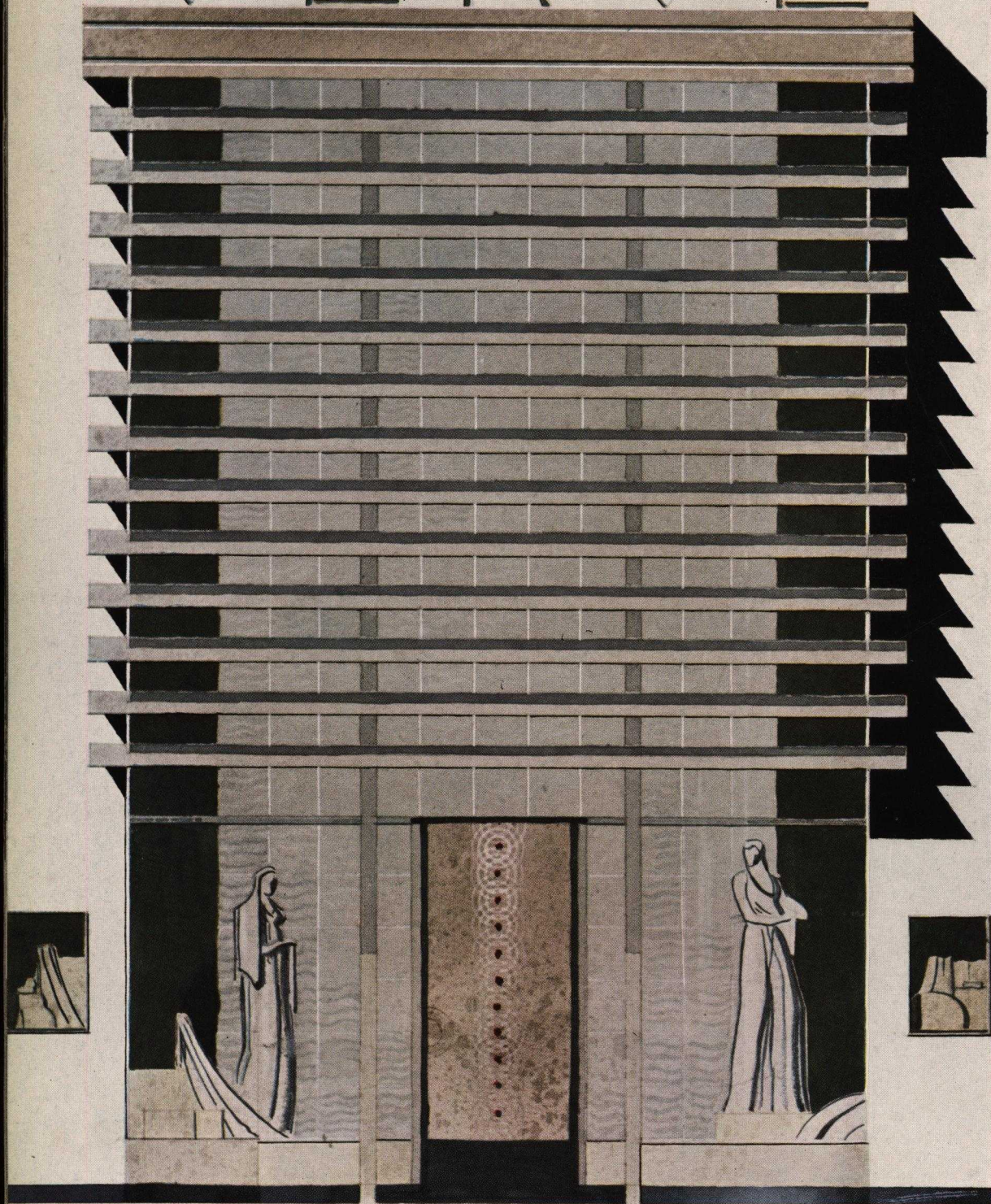
SUREN PILAFIAN
NEW YORK, NEW YORK
AND **MAURICE LUBIN**
architect
NEW YORK, NEW YORK

By combining standard glass blocks and corner blocks, the designer has obtained an interesting panel which, lighted from behind, would have a feeling of depth difficult to obtain with most other materials; particularly effective when viewed from a sharp angle.

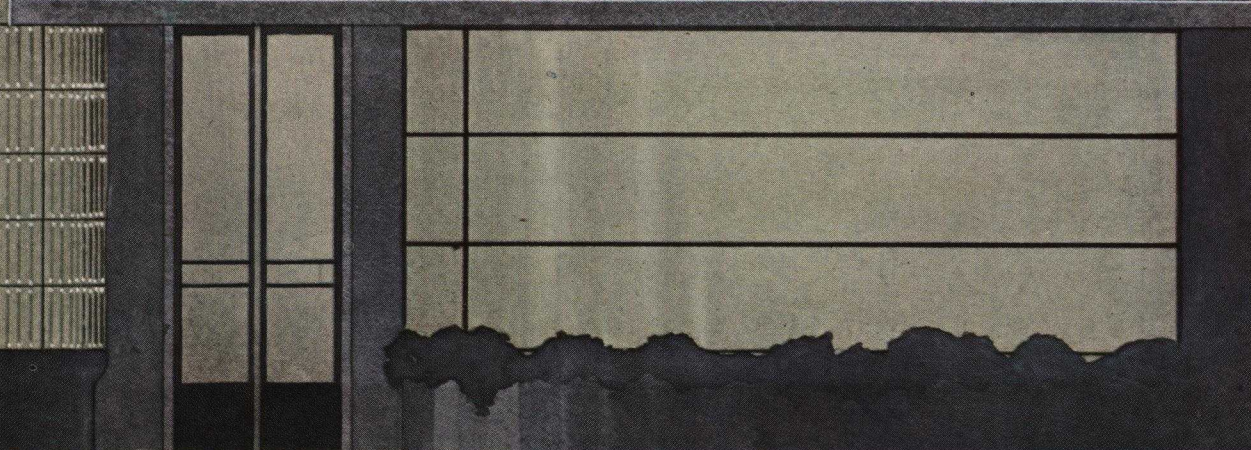


VERVE

APPAREL SHOP



CLUB CAFE



RESTAURANT

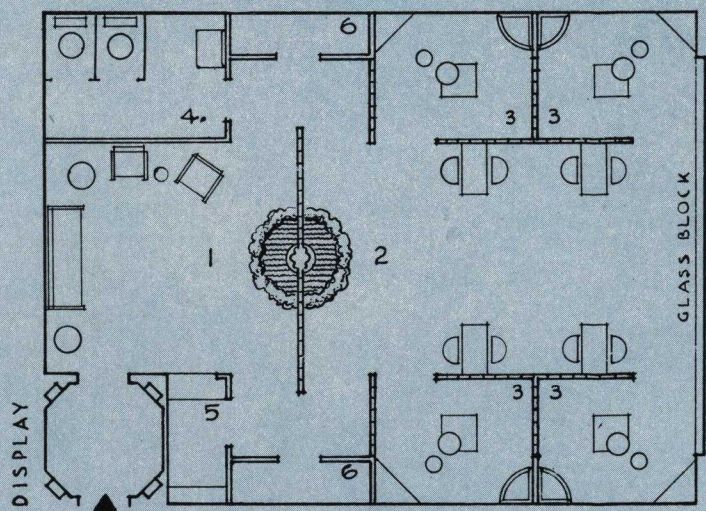
Third prize, \$250.00

JOSEPH F. THOMAS AND
JOHN KNOX SHEAR
BRISTOL, TENNESSEE

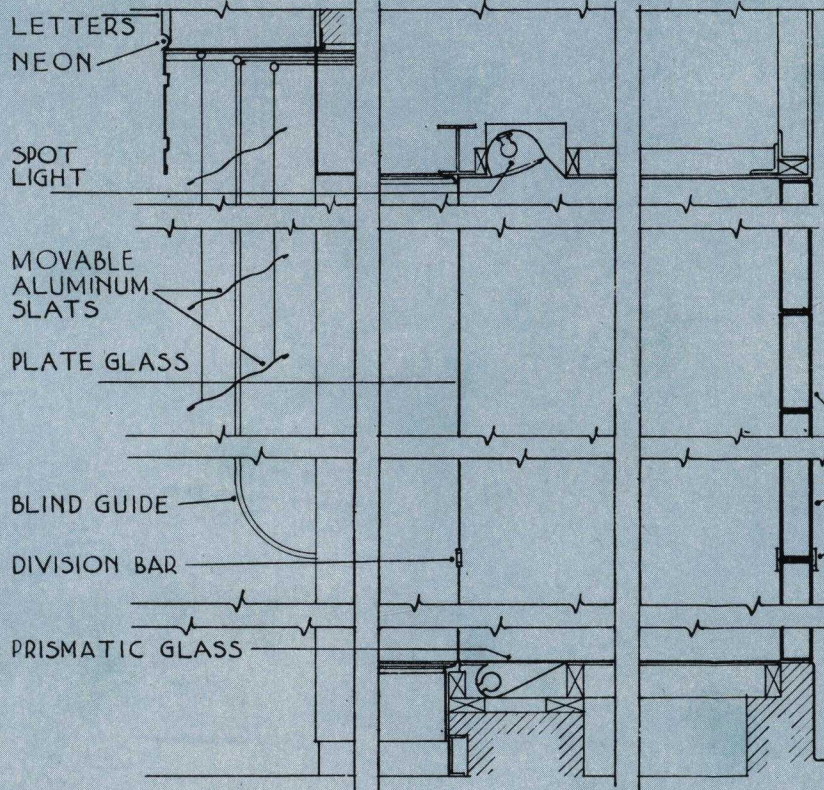
JURY COMMENT—"A good restaurant plan and one not difficult of execution; its curved lines offset the narrow and deep area and provide good arrangement for seating and service.

"An effective facade for the apparel shop, its clear plate glass shaded by the exterior louvers, its tall wall of glass block a background for displays."

2



T H E P L A N



T H E P L A N

1

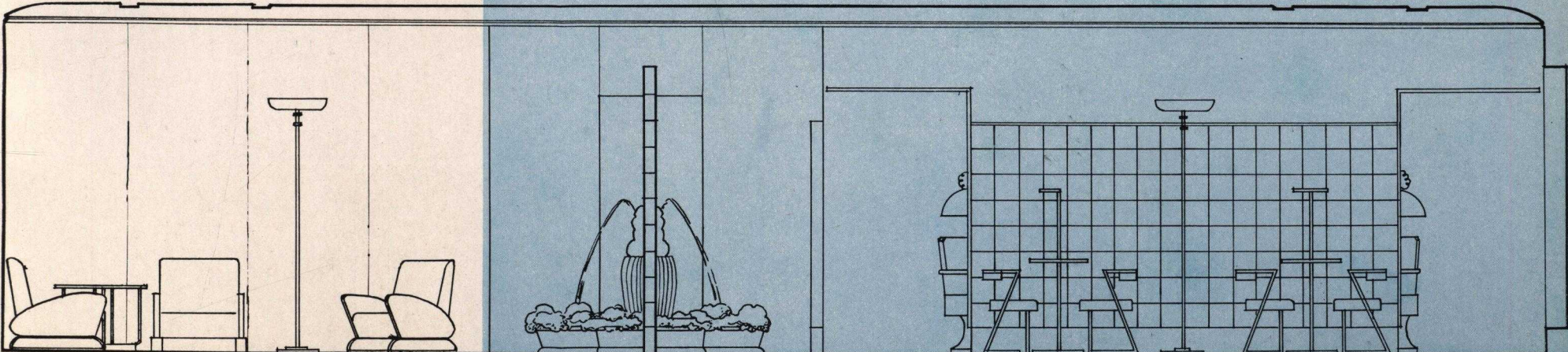
GLASS BLOCK
HORIZONTAL SUPPORT
NOTE
GLASS BLOCK ILLUMINATED
BY SHOP INTERIOR LIGHTS

- 1 RESTAURANT
- 2 BEAUTY PARLOR
- 3 APPAREL SHOP
- 4 BEAUTY PARLOR

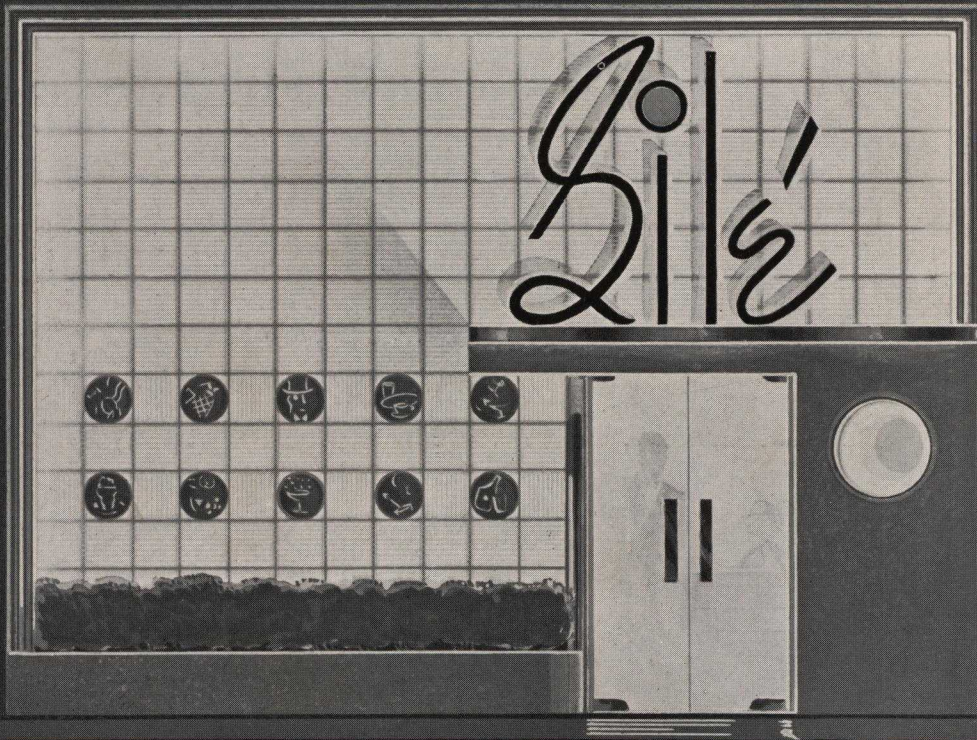
T H E S E C T I O N

3

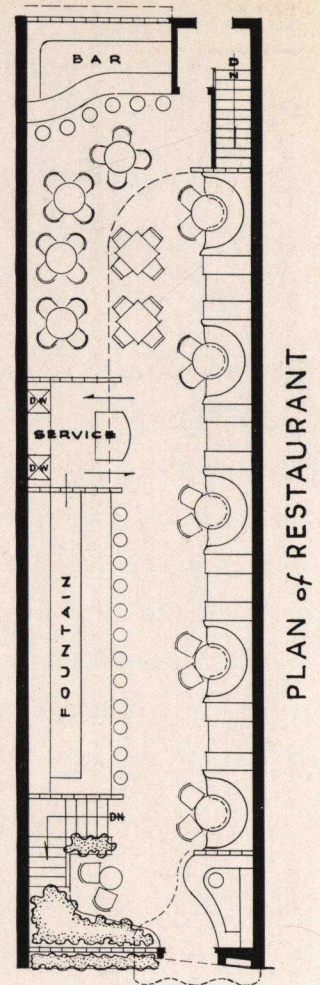
4



T H E L O N G I T U D I N A L S E C T I O N



RESTAURANT



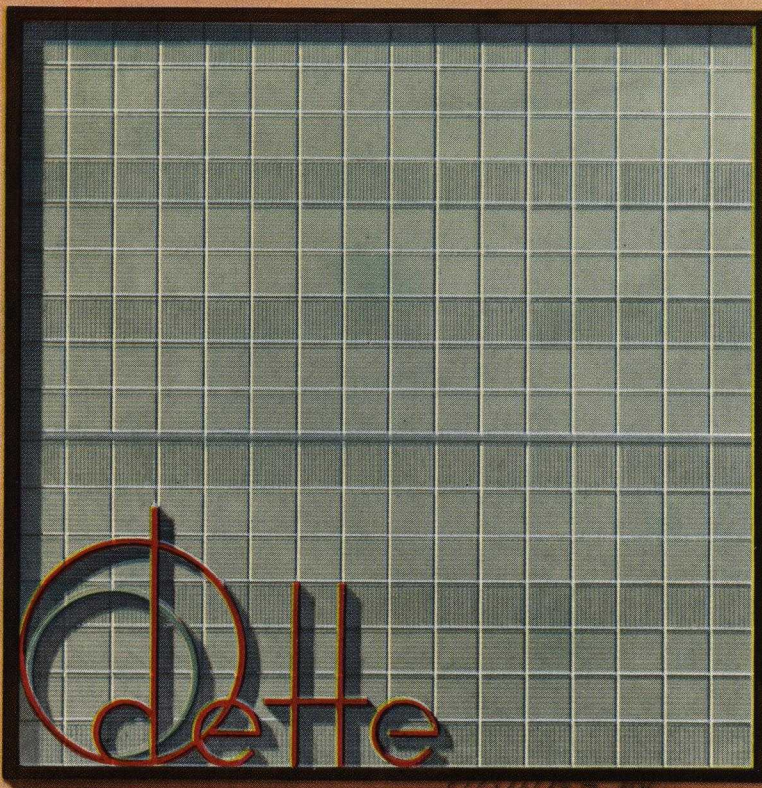
Submitted by

CHARLES DU BOSE

architect

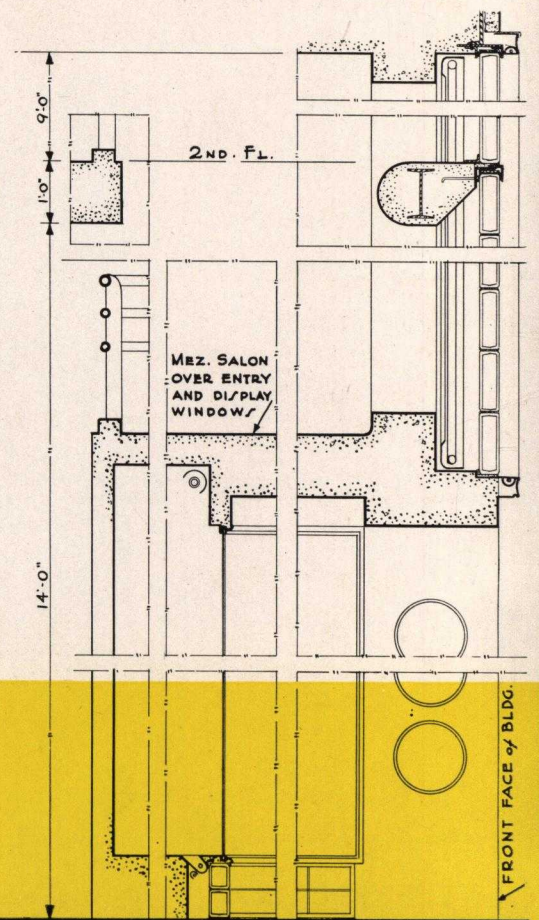
NEW YORK, NEW YORK

Both of these designs illustrate how effectively signs may be silhouetted by panels of Insulux glass block.

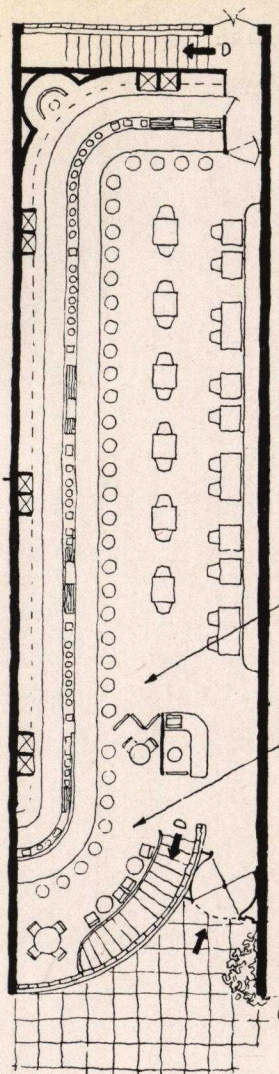


LONDON
MIAMI
PARIS.

APPAREL SHOP



DETAIL: APPAREL SHOP



RESTAURANT

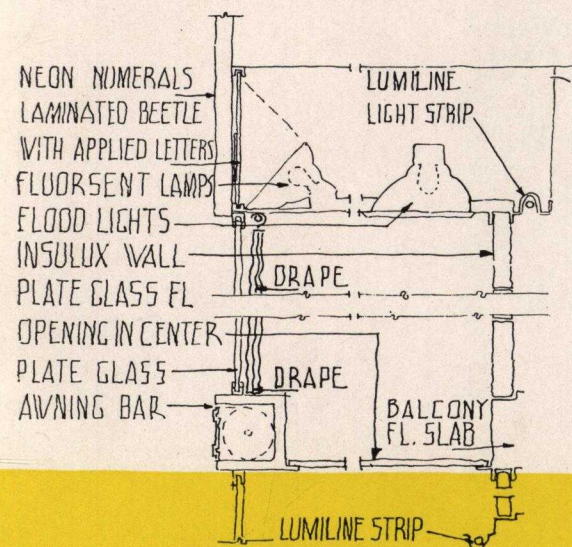
PLAN OF RESTAURANT

Submitted by

JOSEPH W. ROGERS, JR.

WASHINGTON, DISTRICT OF COLUMBIA

Glass block used as a show window background are not only decorative but transmit light into the store interior.

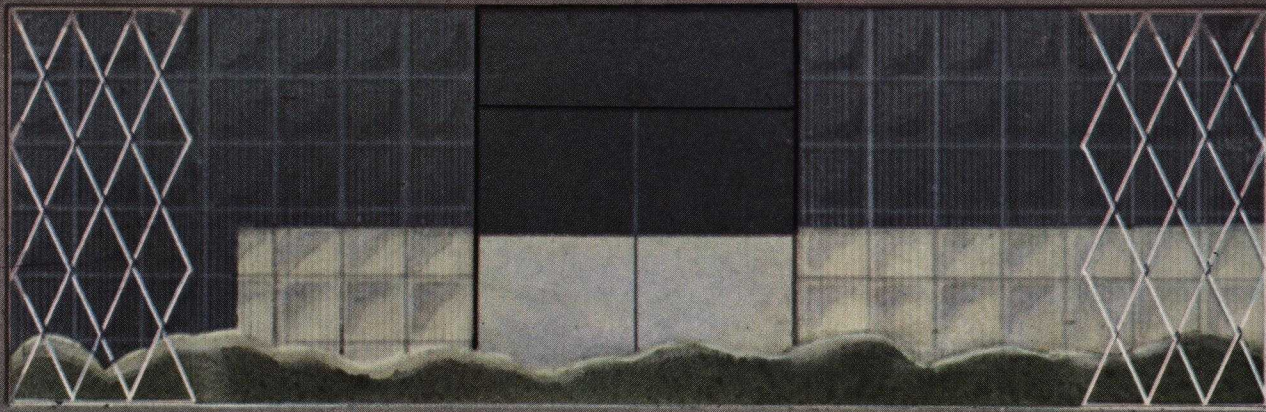


SECTION THROUGH APPAREL SHOP

APPAREL SHOP



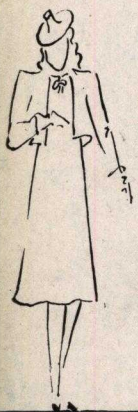
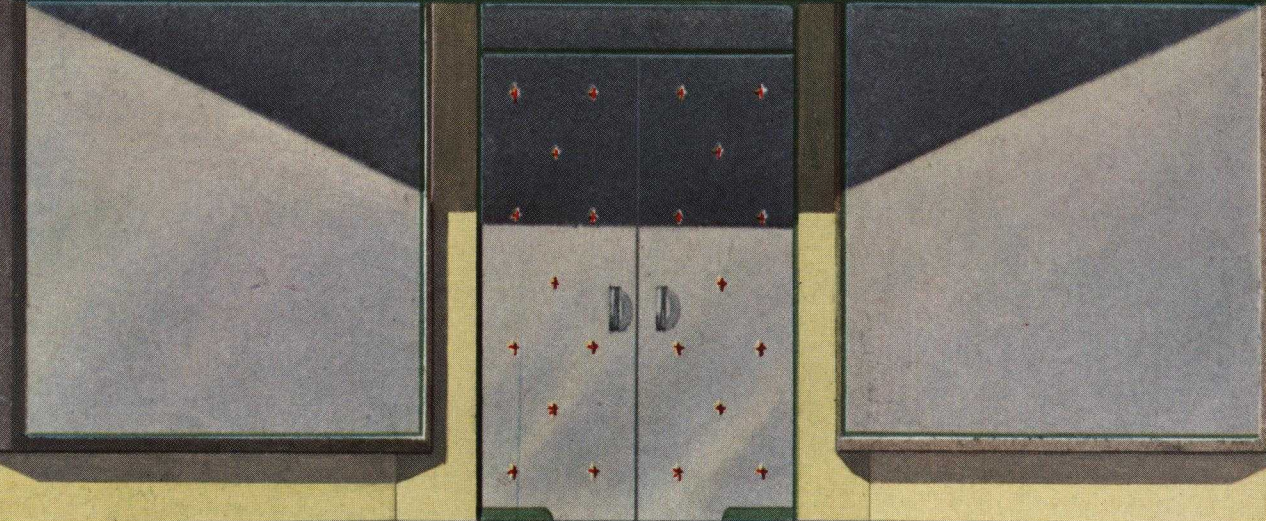
APPAREL SHOP



Roule

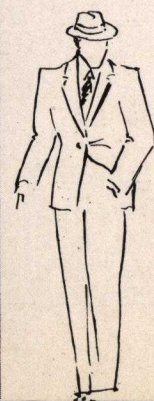
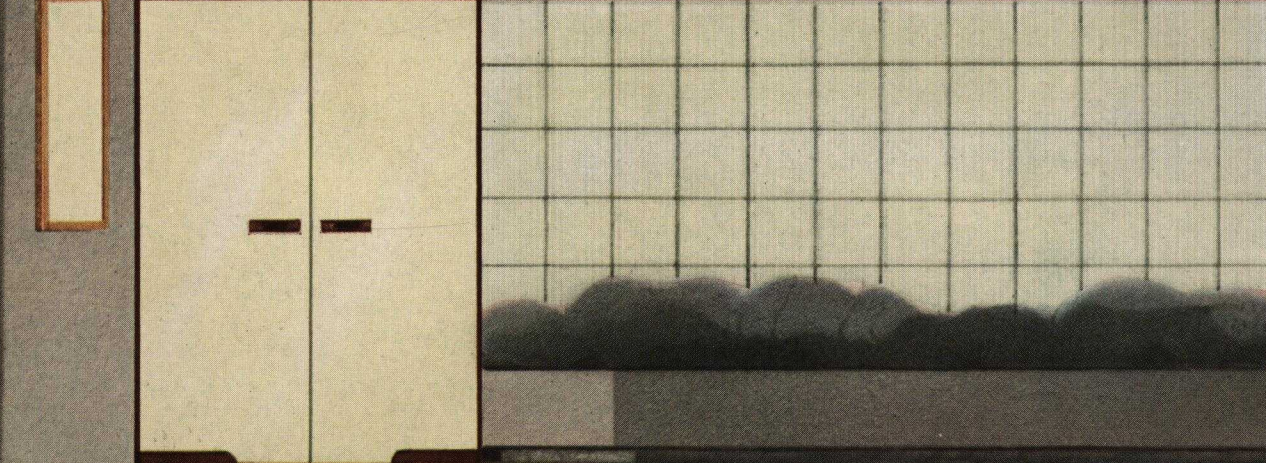


A P P A R E L L S H O P



ASTORS

RESTAURANT



RESTAURANT

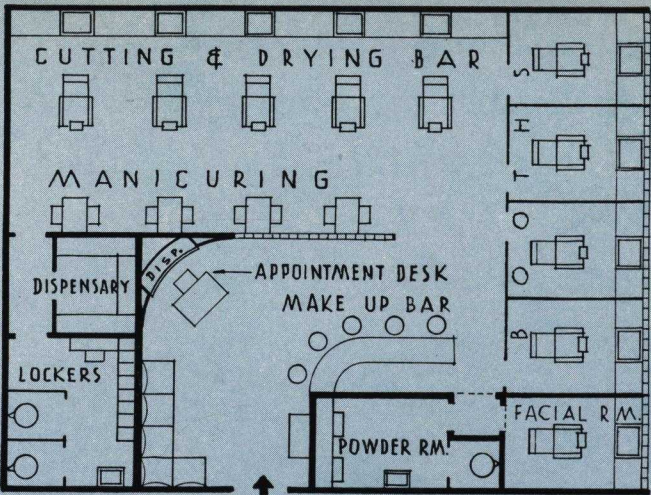
Fourth prize, \$100.00

M. RIGHTON SWICEGOOD

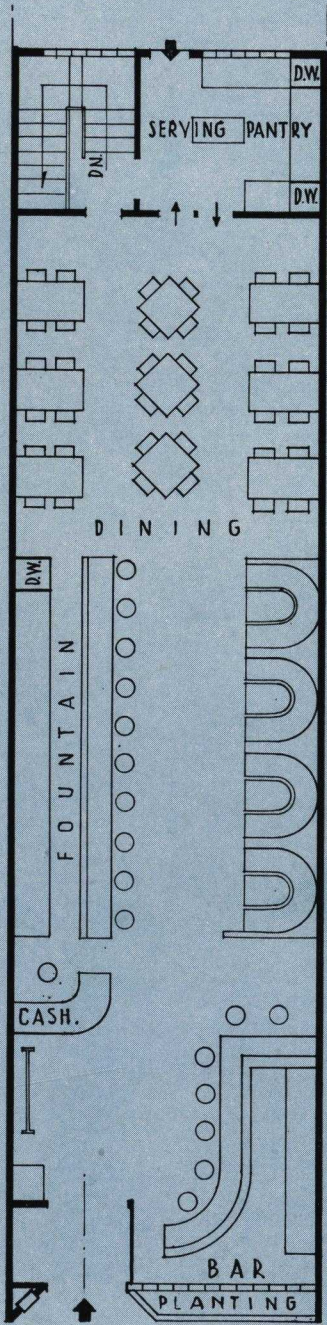
NEW YORK, NEW YORK

JURY COMMENT—"Restaurant's depth of plan made less apparent by departmental breaks. Simple, restrained use of glass block with front planting and effective lettering. Incidentally, a particularly good rendering.

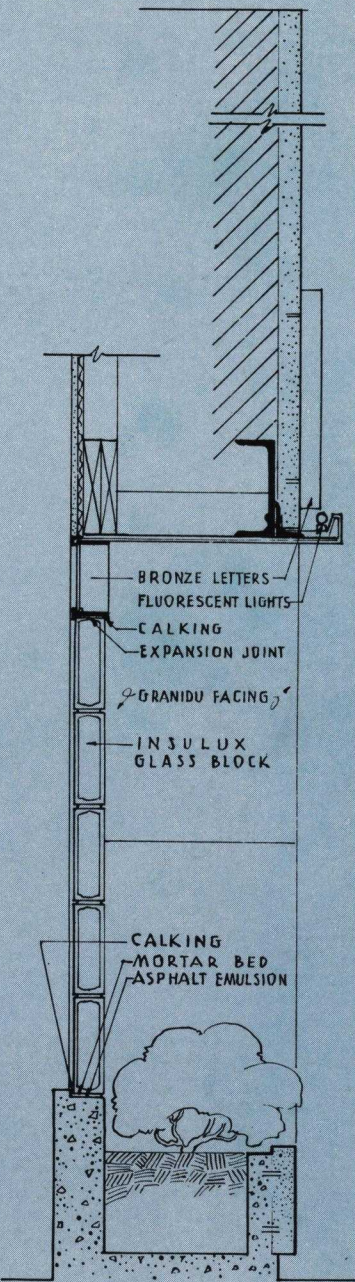
"The apparel shop is one of a comparatively few which frankly expresses two floors, gaining thereby an unusually generous space for the sign. On the upper level, the combination of iron-work lattice, planting, glass block, and clear glass is pleasing."



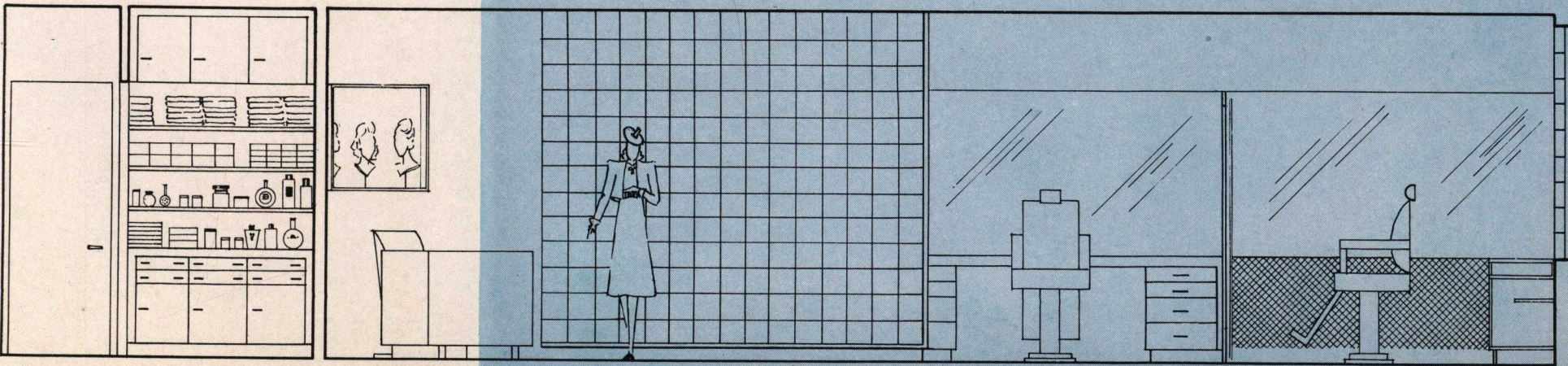
P L A N · O F · B E A U T Y · S A L O N



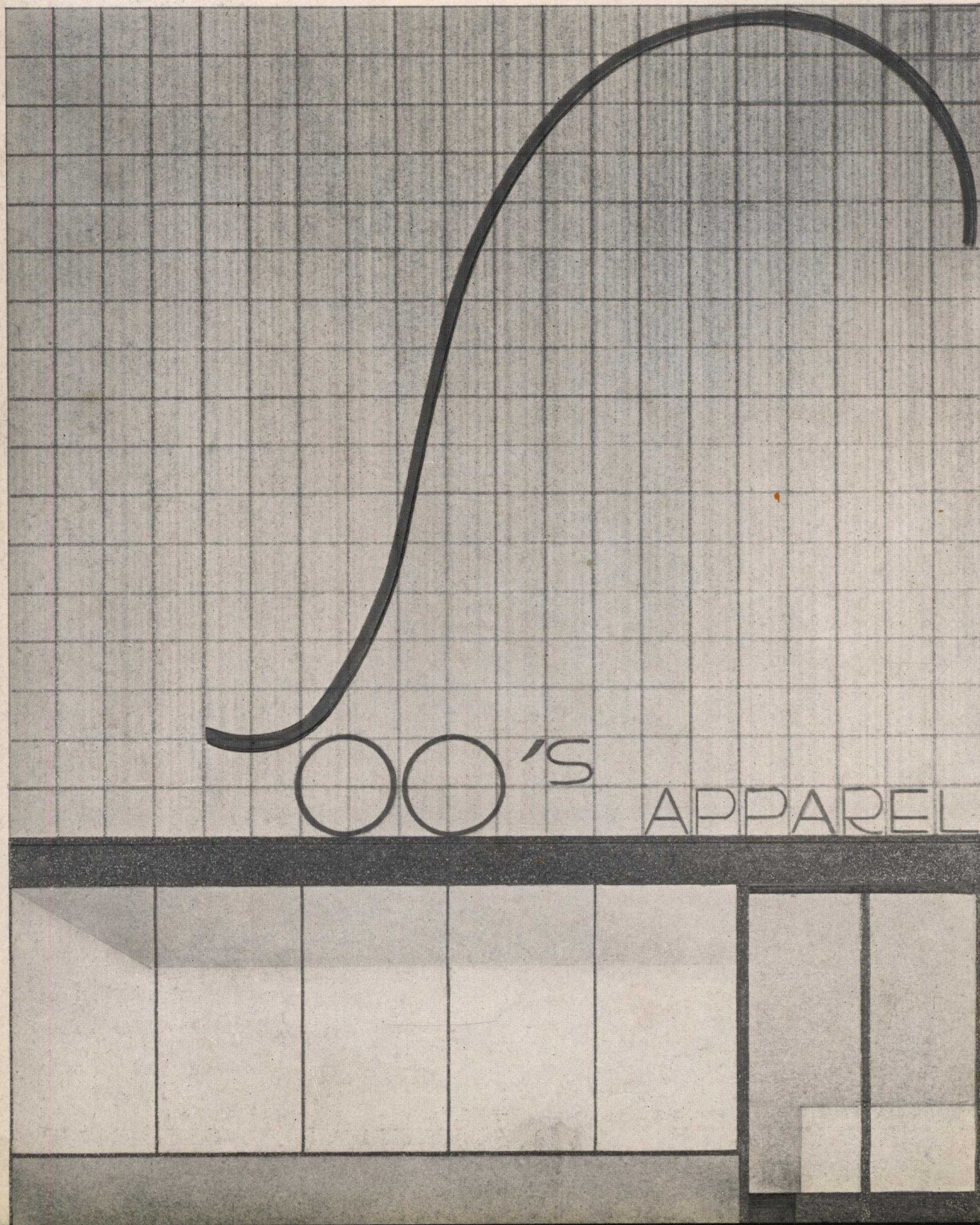
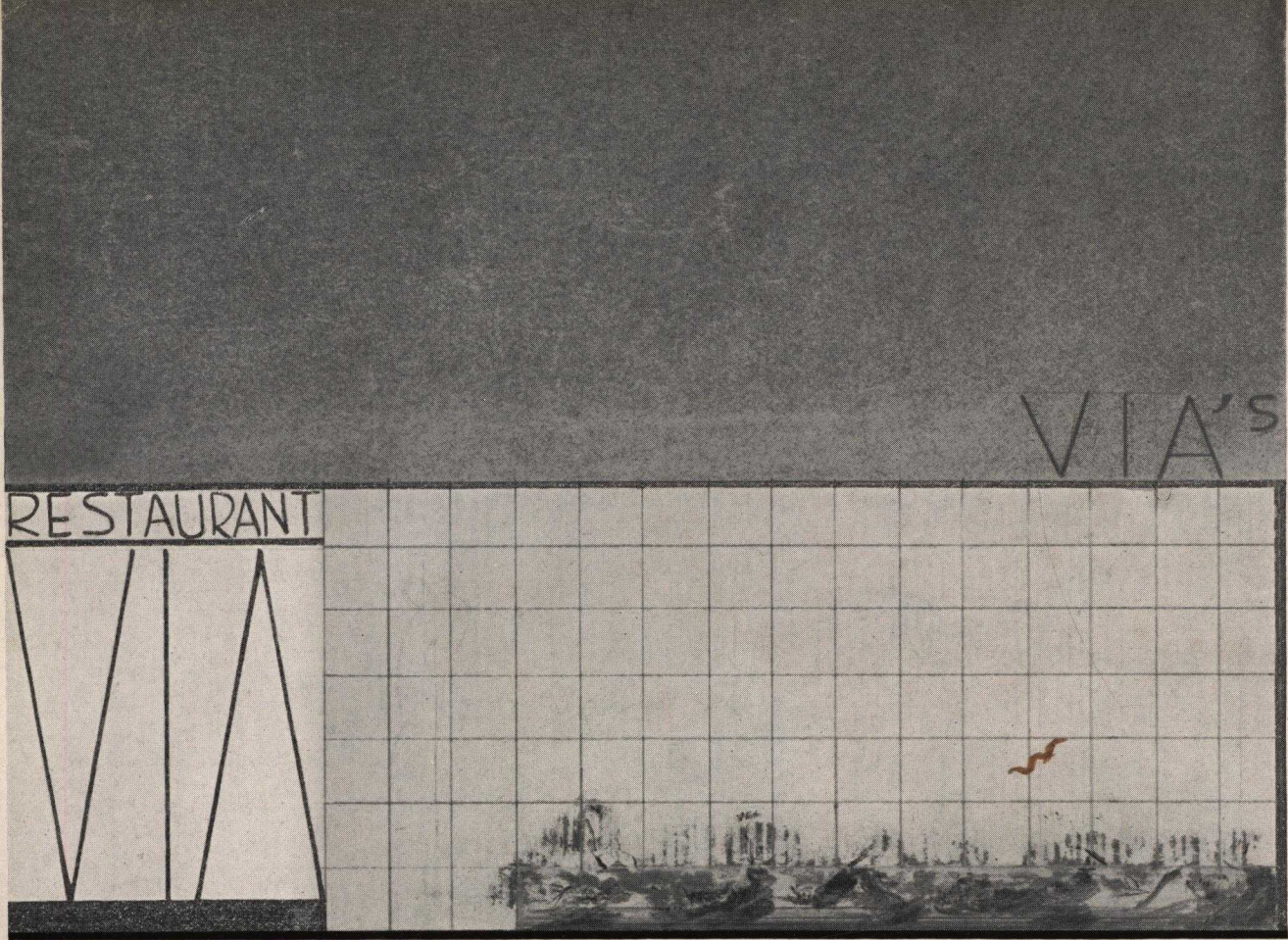
P L A N
O F
R E S T A U R A N T



S E C T I O N
T H R O U G H
R E S T A U R A N T

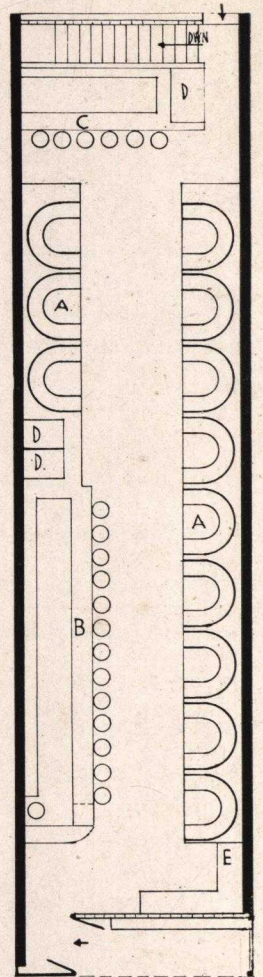


S E C T I O N · O F · B E A U T Y · S A L O N



RESTAURANT

- A. TABLES AND BOOTHS
- B. FOUNTAIN
- C. BAR
- D. DUMB-WAITERS
- E. WAITING SEATS



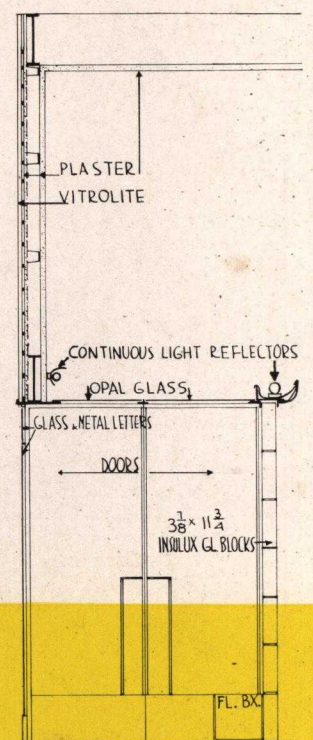
RESTAURANT PLAN

Submitted by

RAPHAEL S. SORIANO

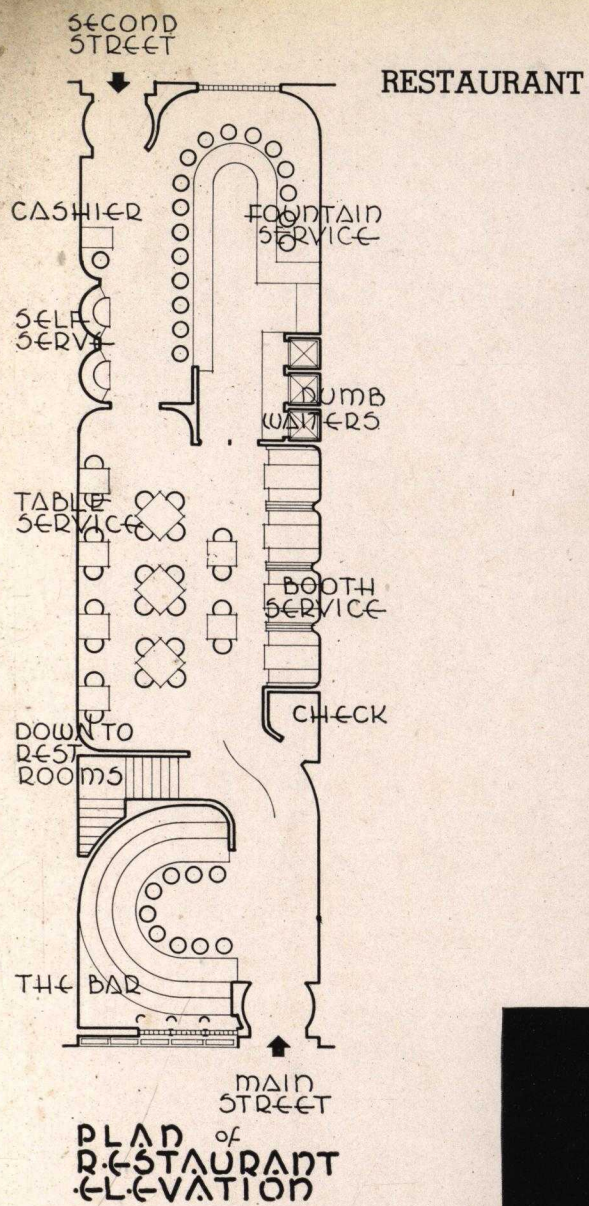
LOS ANGELES, CALIFORNIA

A glass block panel set back from the lot line forms an inviting entrance to the restaurant.



SECTION THRU RESTAURANT

APPAREL SHOP

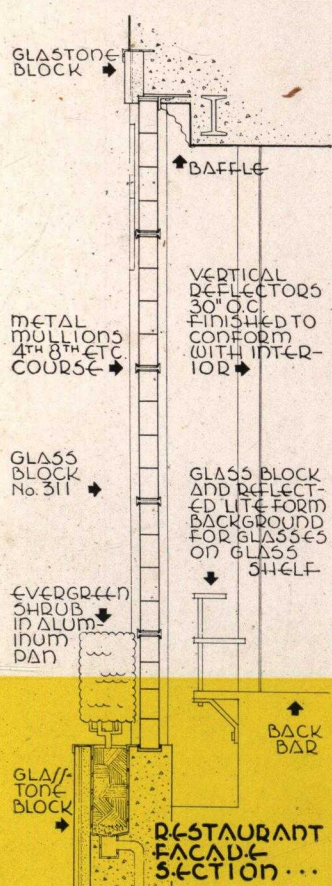


Submitted by

FRANK V. GANDOLA

CLEVELAND, OHIO

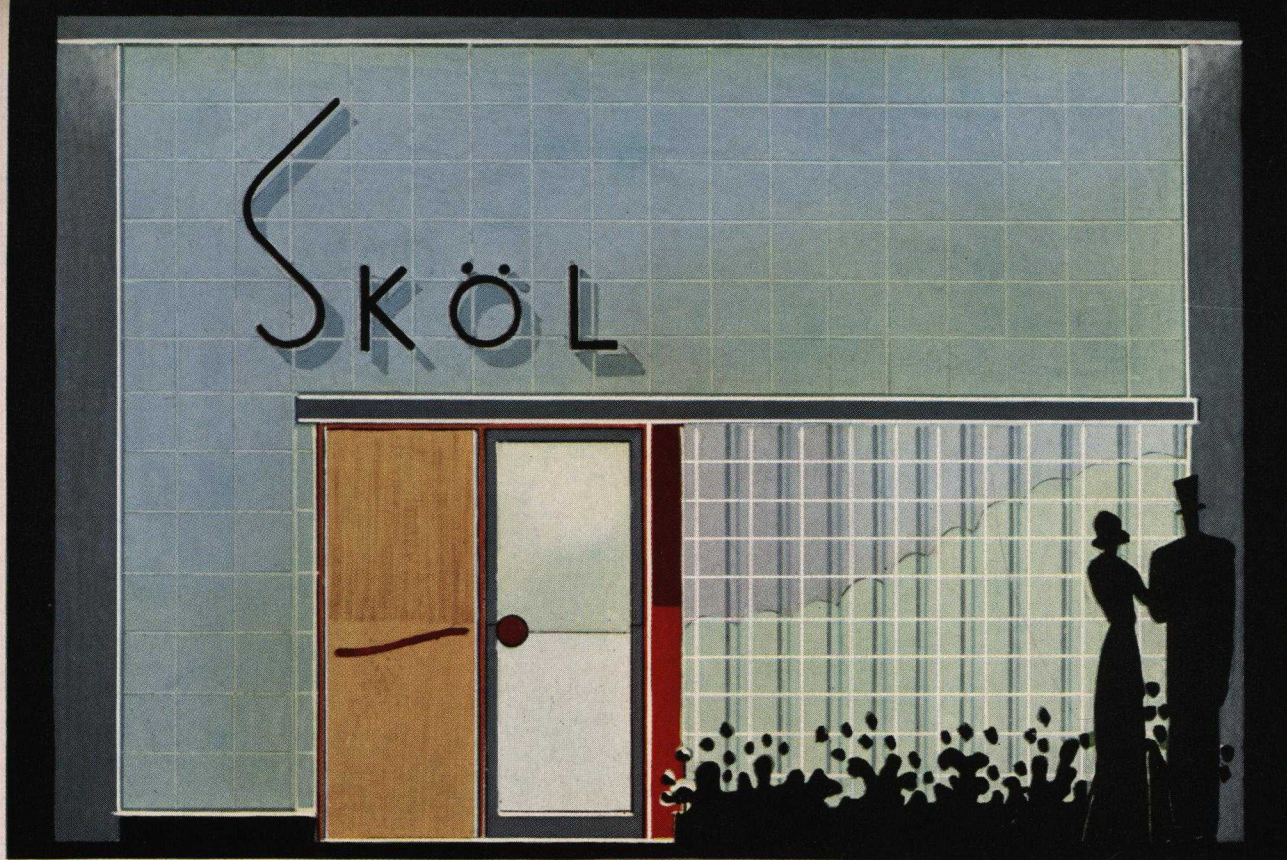
Both designs illustrate methods of subdividing large glass block panels with metal shapes.



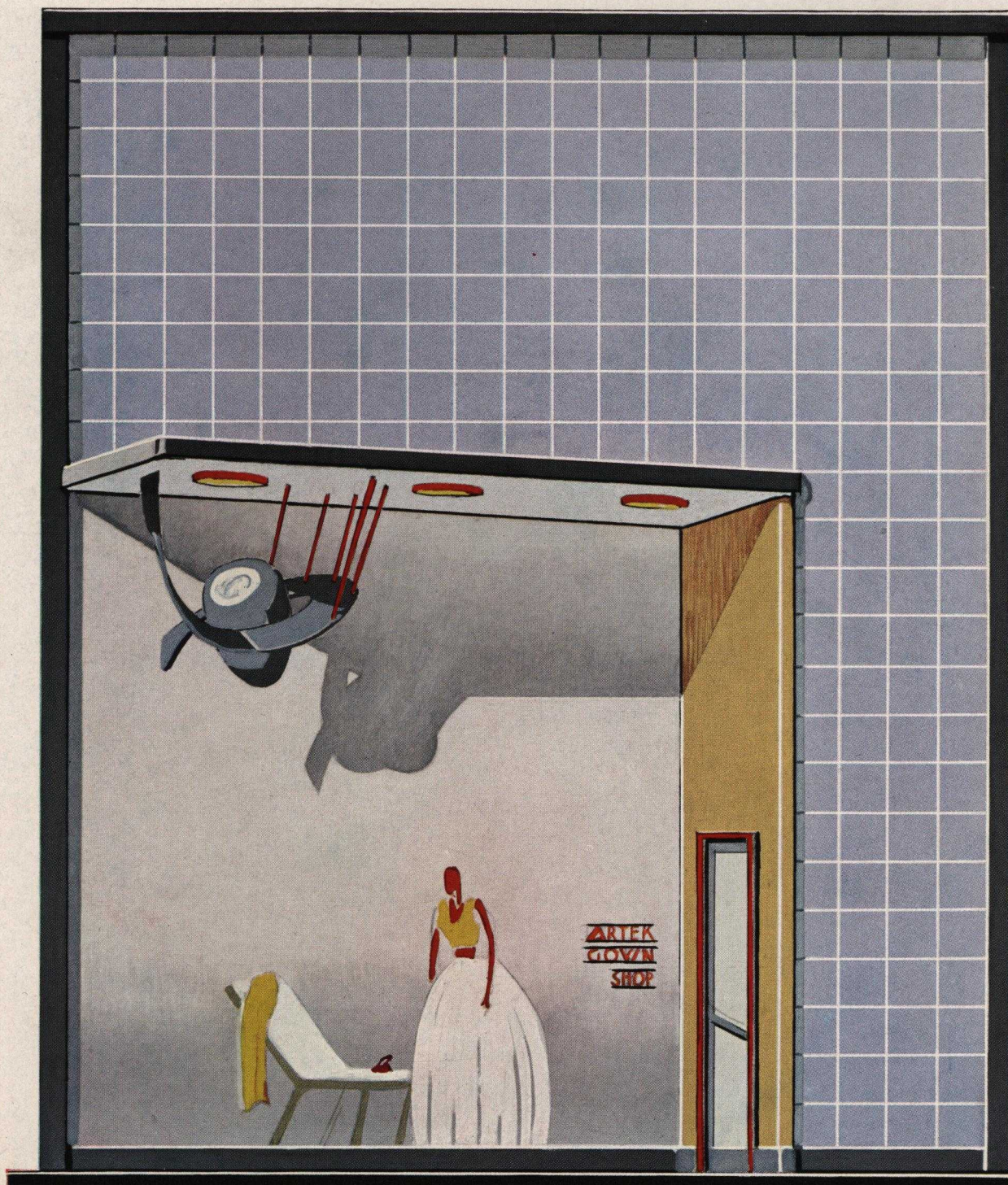
APPAREL SHOP



RESTAURANT



APPAREL SHOP



Fifth prize, \$100.00

BISSELL ALDERMAN

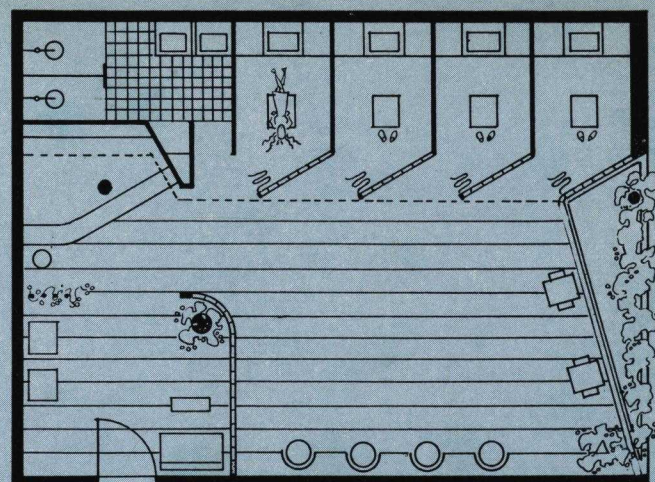
SEATTLE, WASHINGTON

AND GILBERT E. HOFFMAN

STILLWATER, OKLAHOMA

JURY COMMENT—"Entrance to restaurant considered one of the best. The contrasting areas secured by different uses of glass block are ingeniously developed. More enthusiastic approval was expressed for this facade than for that of the apparel shop.

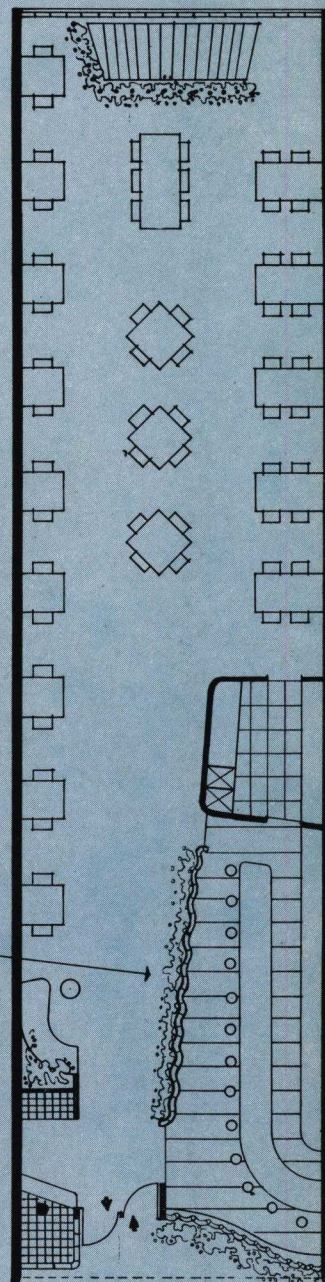
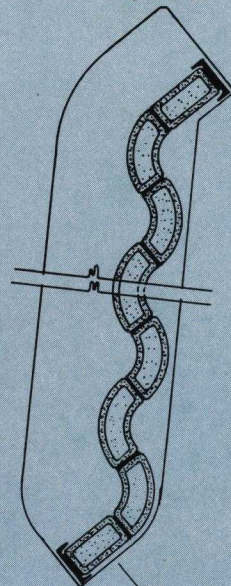
"A provocative design, and one that aroused much discussion, was this apparel shop, with its suggestion of a Brancusi abstract as the store's trademark. The partial penetration of the glass block plane by the rectangular space for window and entrance, calling for some structural ingenuity, would seem to offer a facade more notable for its eccentricity than for its appeal to enter and buy."



PLAN OF
BEAUTY PARLOR

SCREEN DETAIL

300 SERIES
CORNER BLOCKS
LAID IN OPPOSITION-
10 COURSES ABOVE
FLOWER CURB 1'-HIGH-
METAL MOULD ON TOP

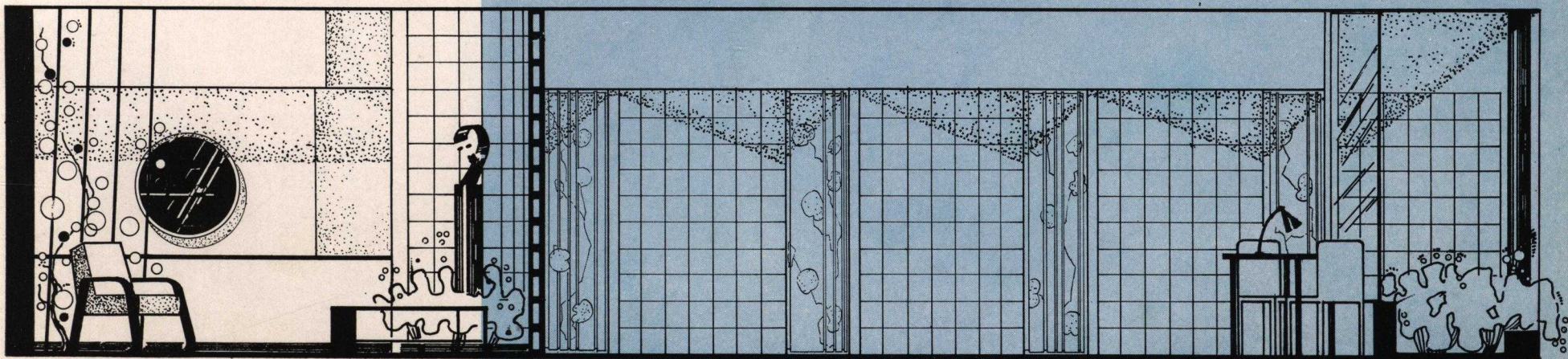


A A

300 SERIES CORNER
BLOCKS TO SUGGEST
MATERIAL VARIATION-
JOINT SIZES TO CARE
FOR CURVATURE

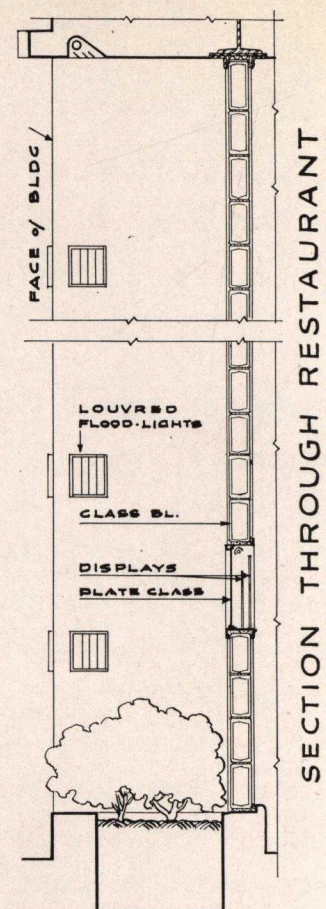
SECTION A-A

PLAN OF
RESTAURANT



SECTION THRU BEAUTY PARLOR

APPAREL SHOP



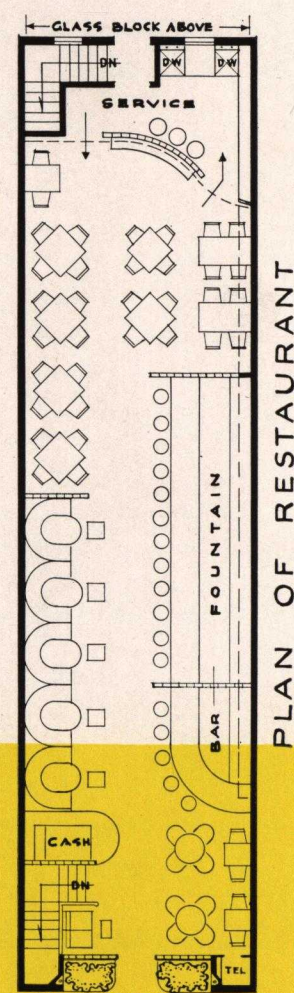
Submitted by

CHARLES DU BOSE

architect

NEW YORK, NEW YORK

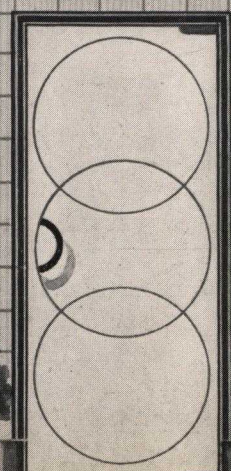
The large glass block panel in the apparel shop transmits daylight to the interior and makes possible economical night lighting.



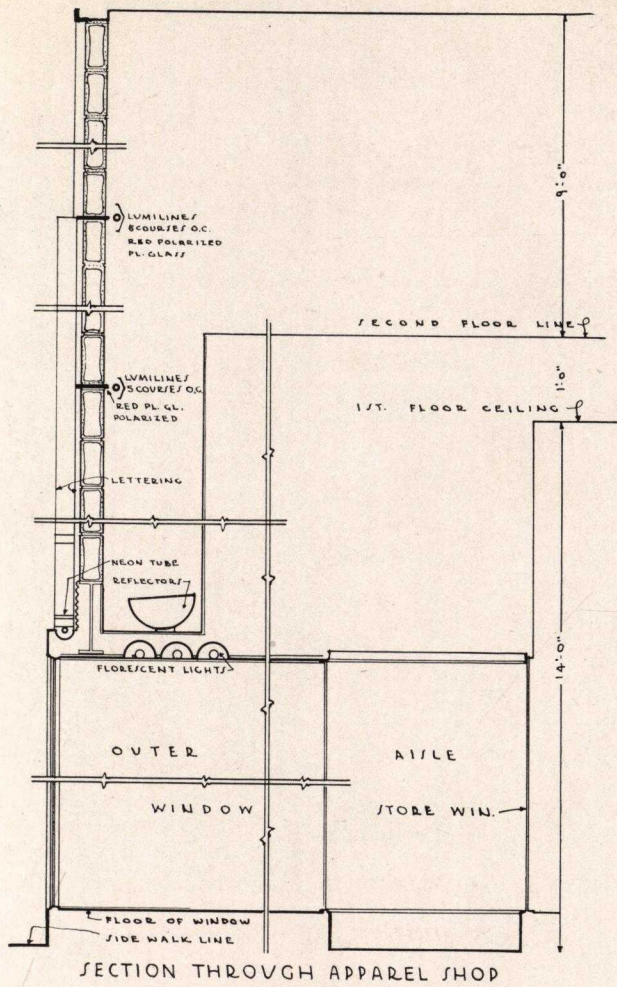
RESTAURANT



Luna



APPAREL SHOP

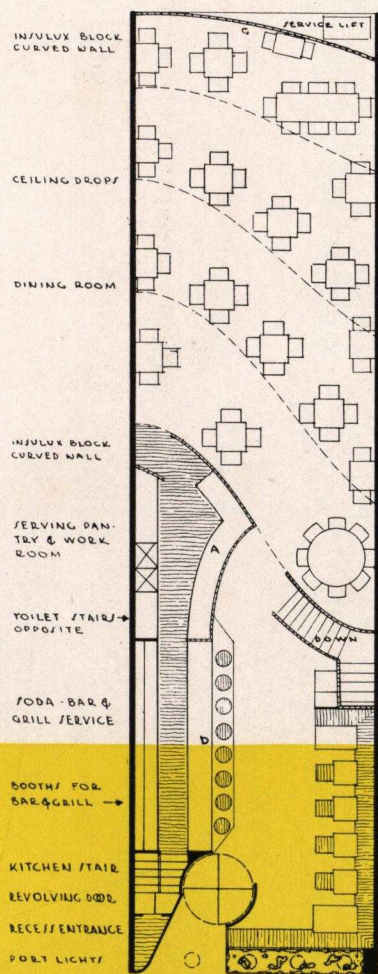


Submitted by

JAMES M. HUNTER

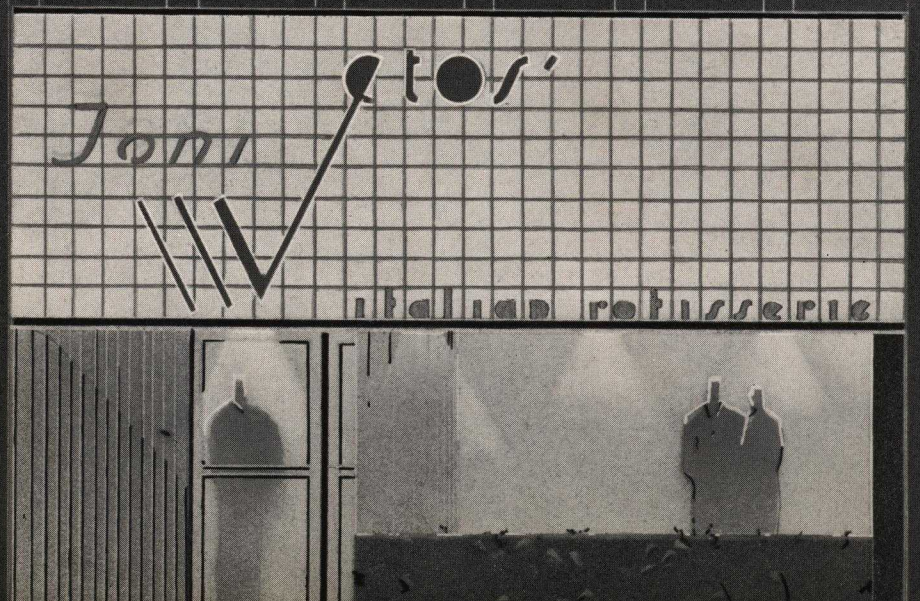
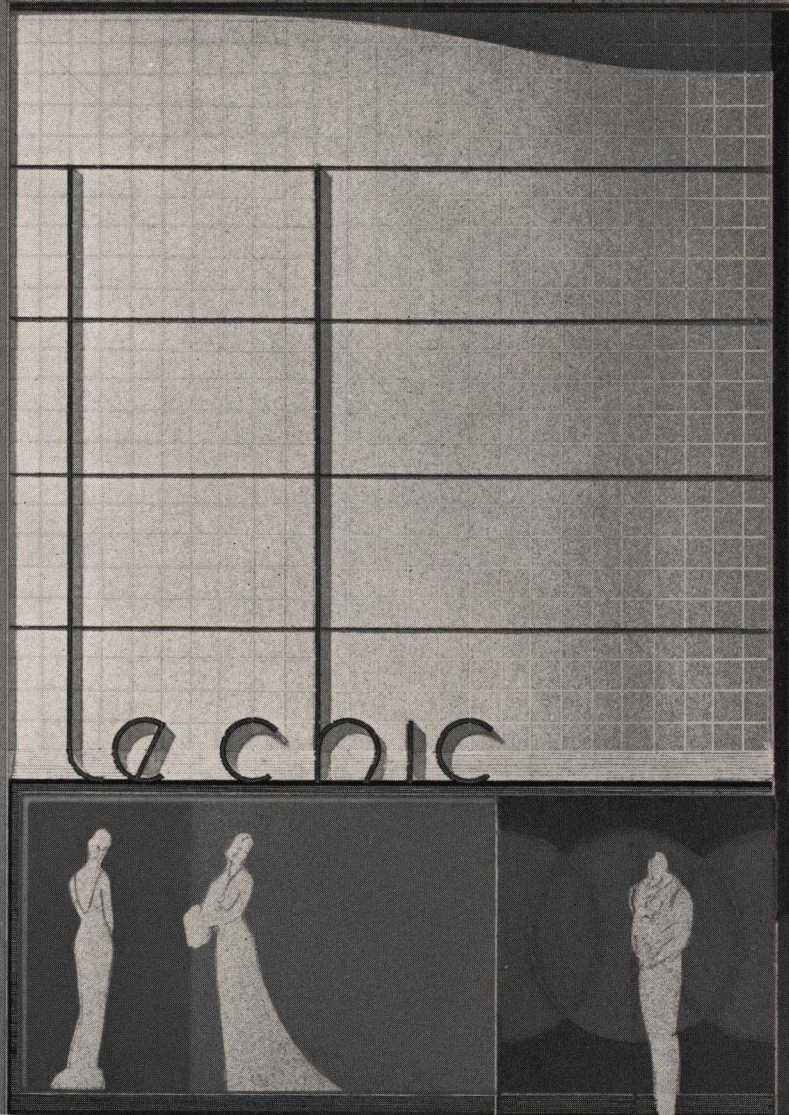
BOULDER, COLORADO

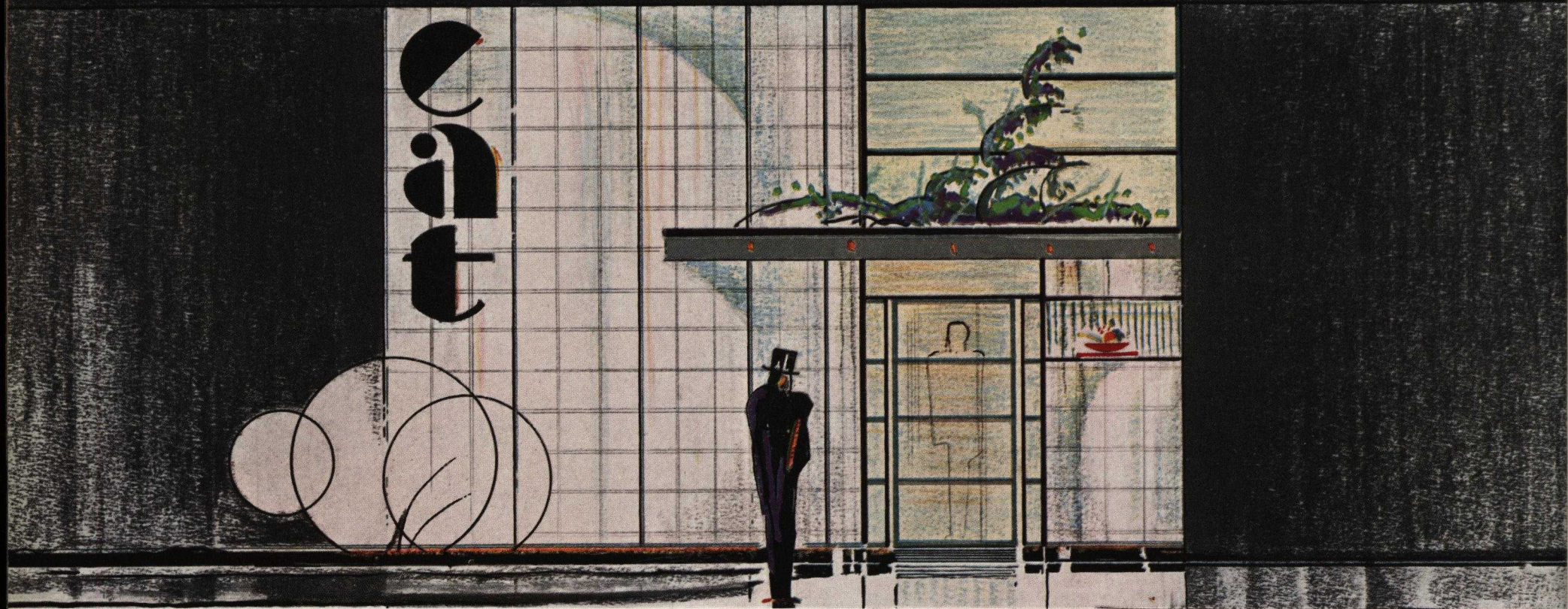
Two store fronts designed so that they can be built on adjacent properties.



PLAN OF RESTAURANT

RESTAURANT





RESTAURANT



APPAREL SHOP

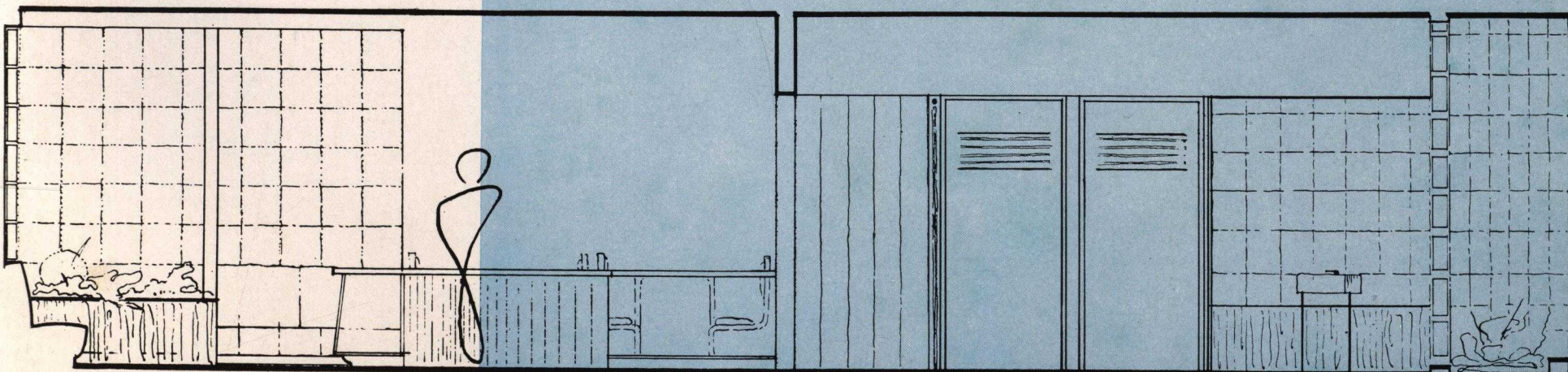
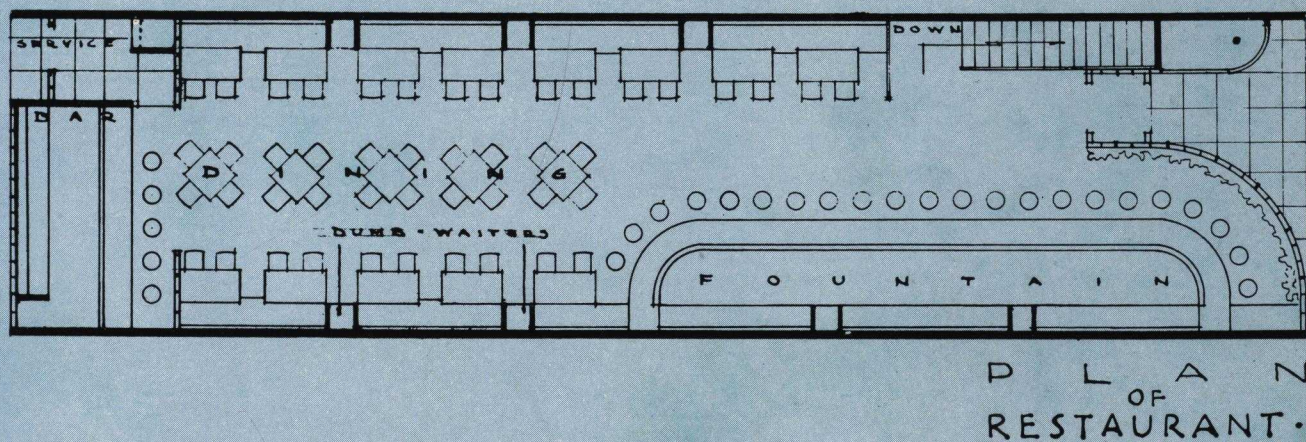
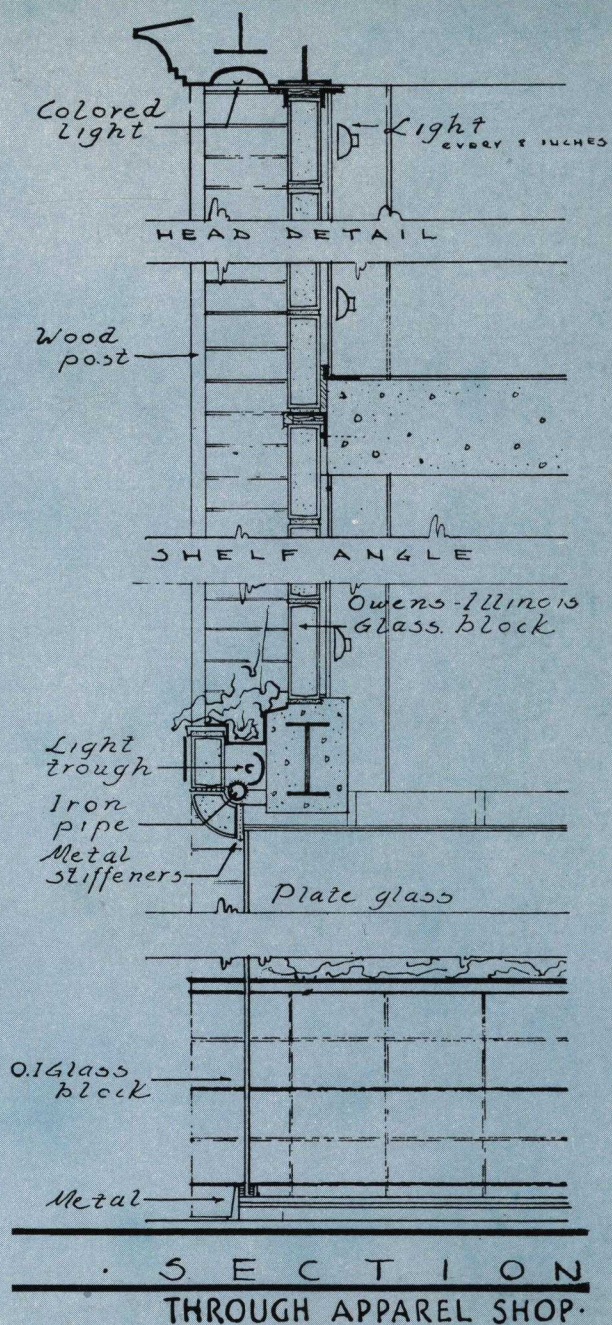
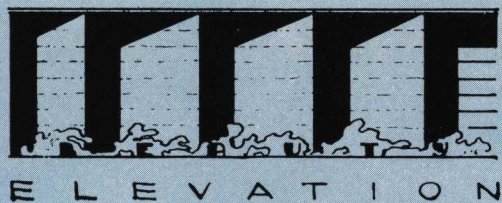
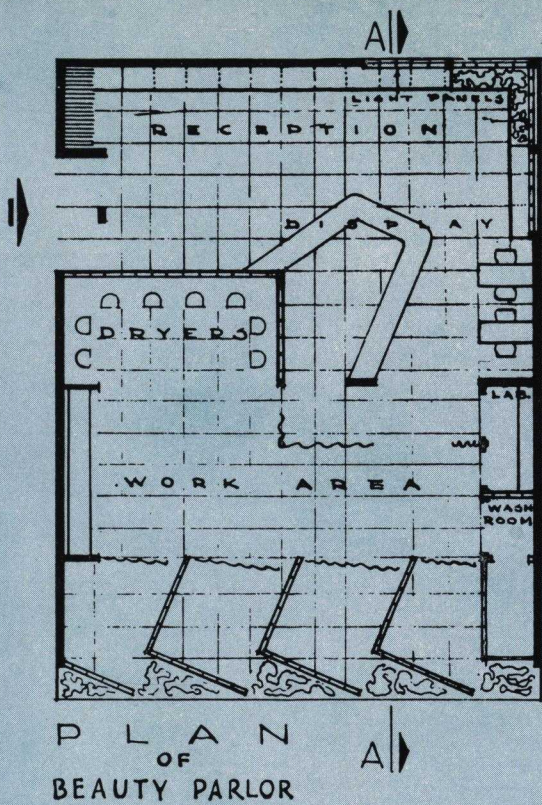
Sixth prize, \$100.00

DONALD L. GRIEB
MILWAUKEE, WISCONSIN

JURY COMMENT—"Restaurant exterior pleasing, if one is not too distracted by the overgenerous background, leading one easily past a display window into the doorway.

"In the apparel shop, a rather pleasing combination of light metal forms, planting, and glass block, the latter adapted neatly to background for the sign.

"A beauty parlor plan reflecting careful study and developing unusual and effective booths."

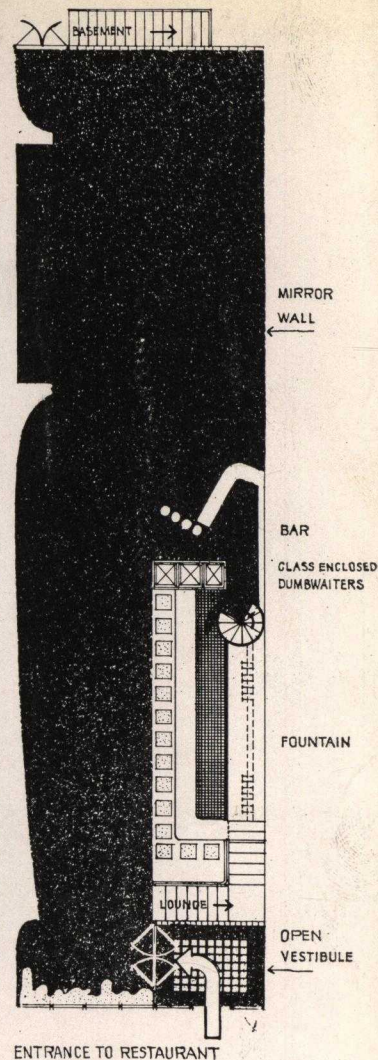


SECTION THROUGH BEAUTY PARLOR AT AA

CIRO



RESTAURANT



PLAN OF RESTAURANT

APPAREL SHOP

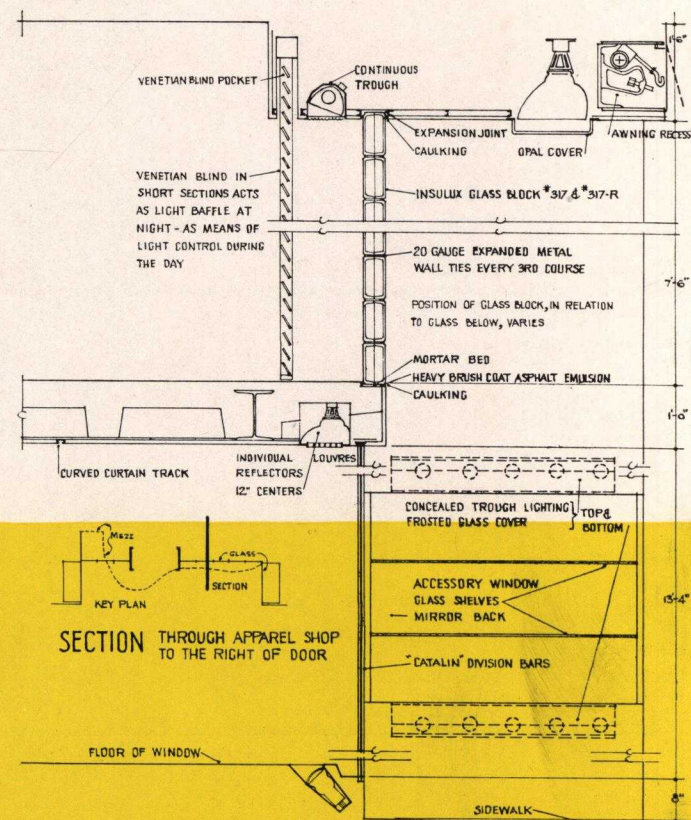
Submitted by

DONALD BARTHELME

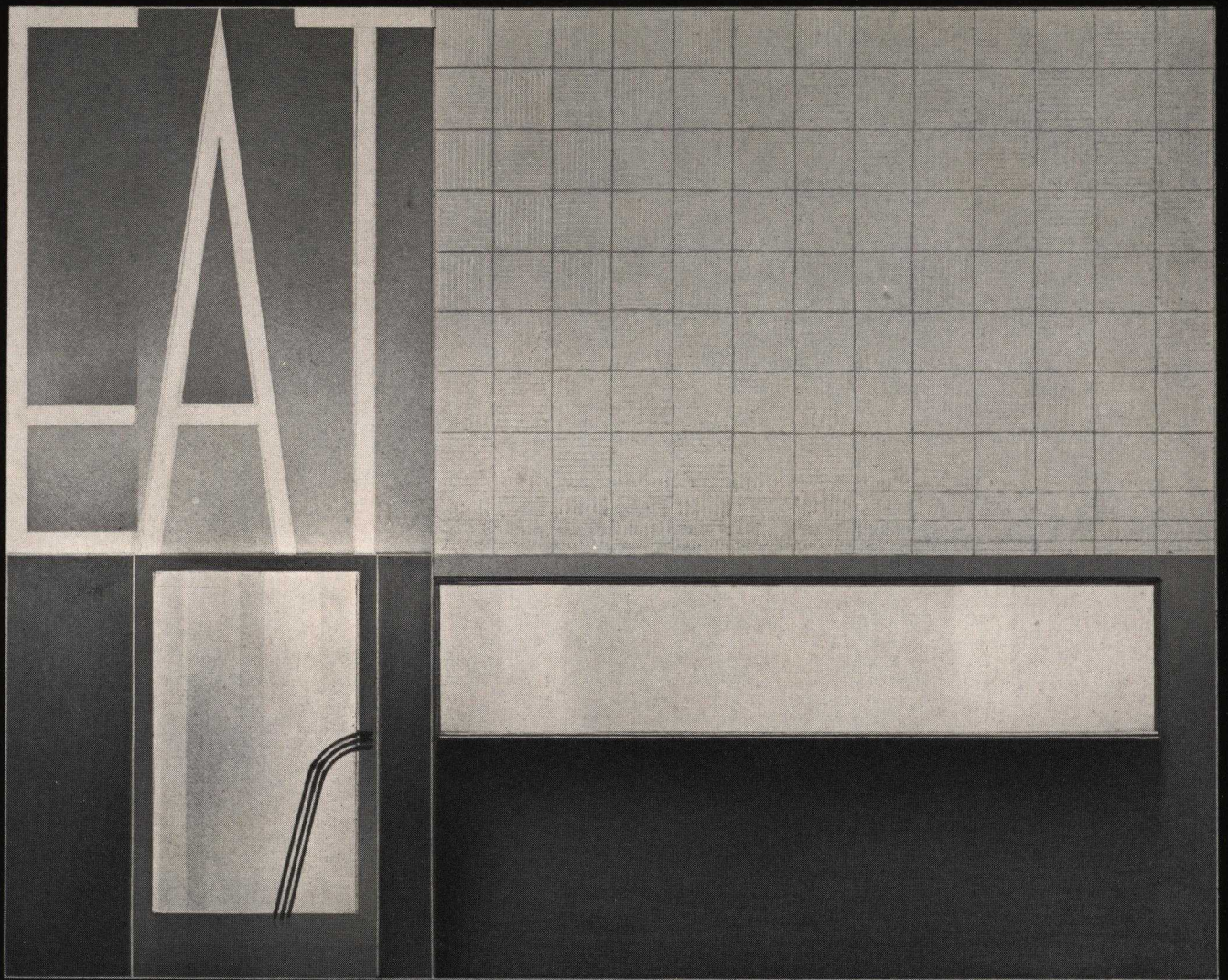
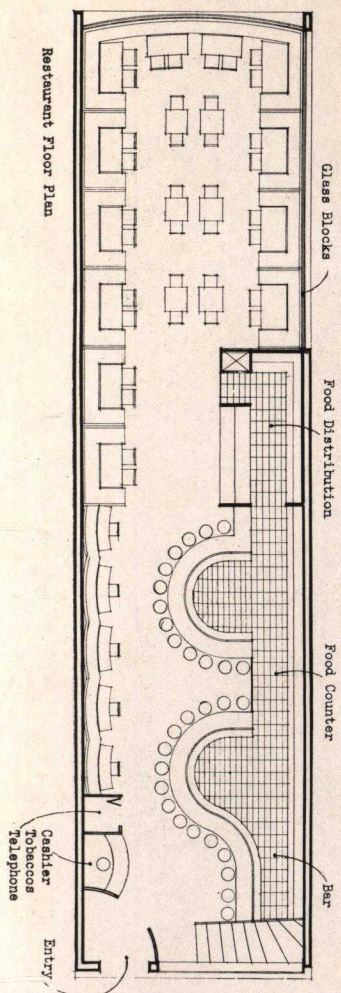
HOUSTON, TEXAS

The use of the "Circon" Insulux block forms an attractive frame for this restaurant entrance.

The illumination of the panel in the apparel shop is accomplished by using the surface of a Venetian blind as a reflector for indirect lighting. The blind can be raised during the daytime for the transmission of natural light.



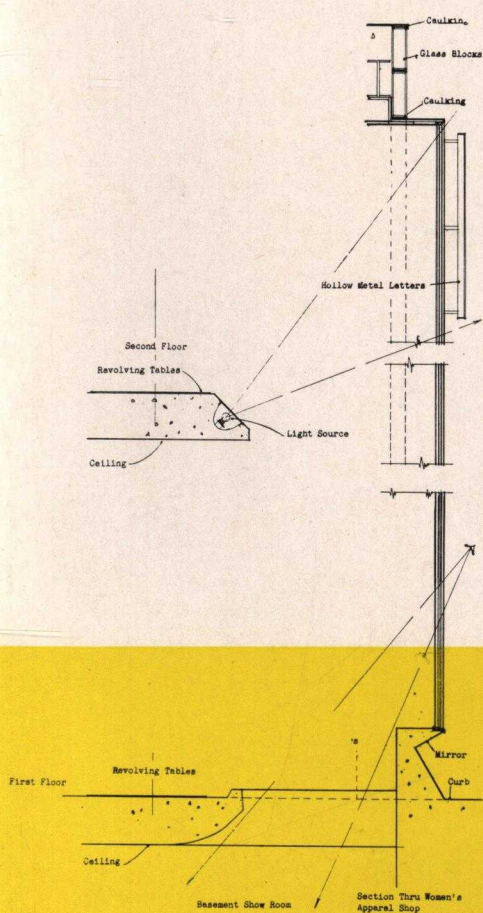
RESTAURANT



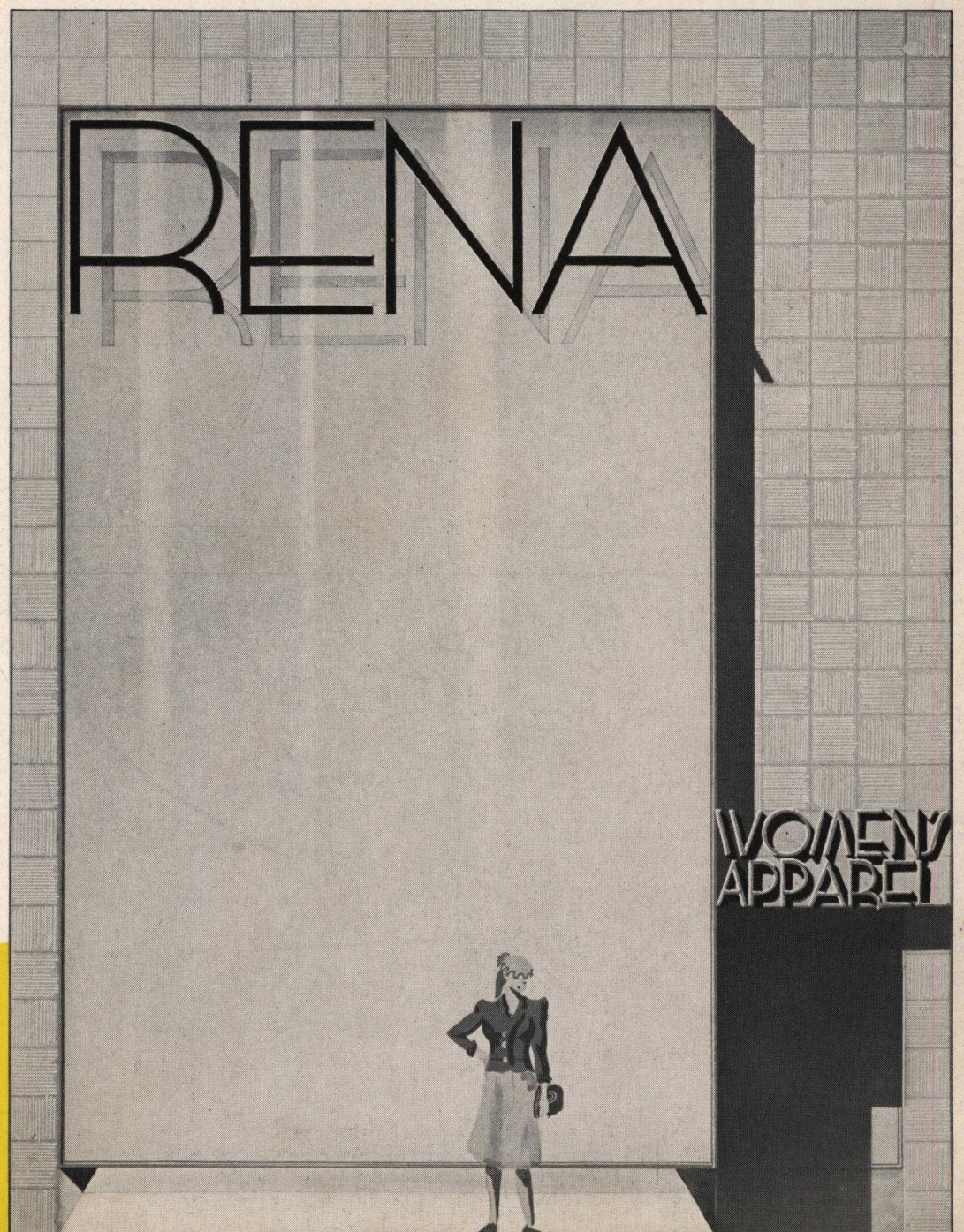
Submitted by

VITO A. GIRONE, ORANGE, NEW JERSEY

In this women's apparel shop, a large plate glass window is framed with a border of Insulux glass block. The border could be effectively illuminated at night with colored light to soften the severeness of the large show window.



APPAREL SHOP



RESTAURANT



Seventh prize, \$100.00

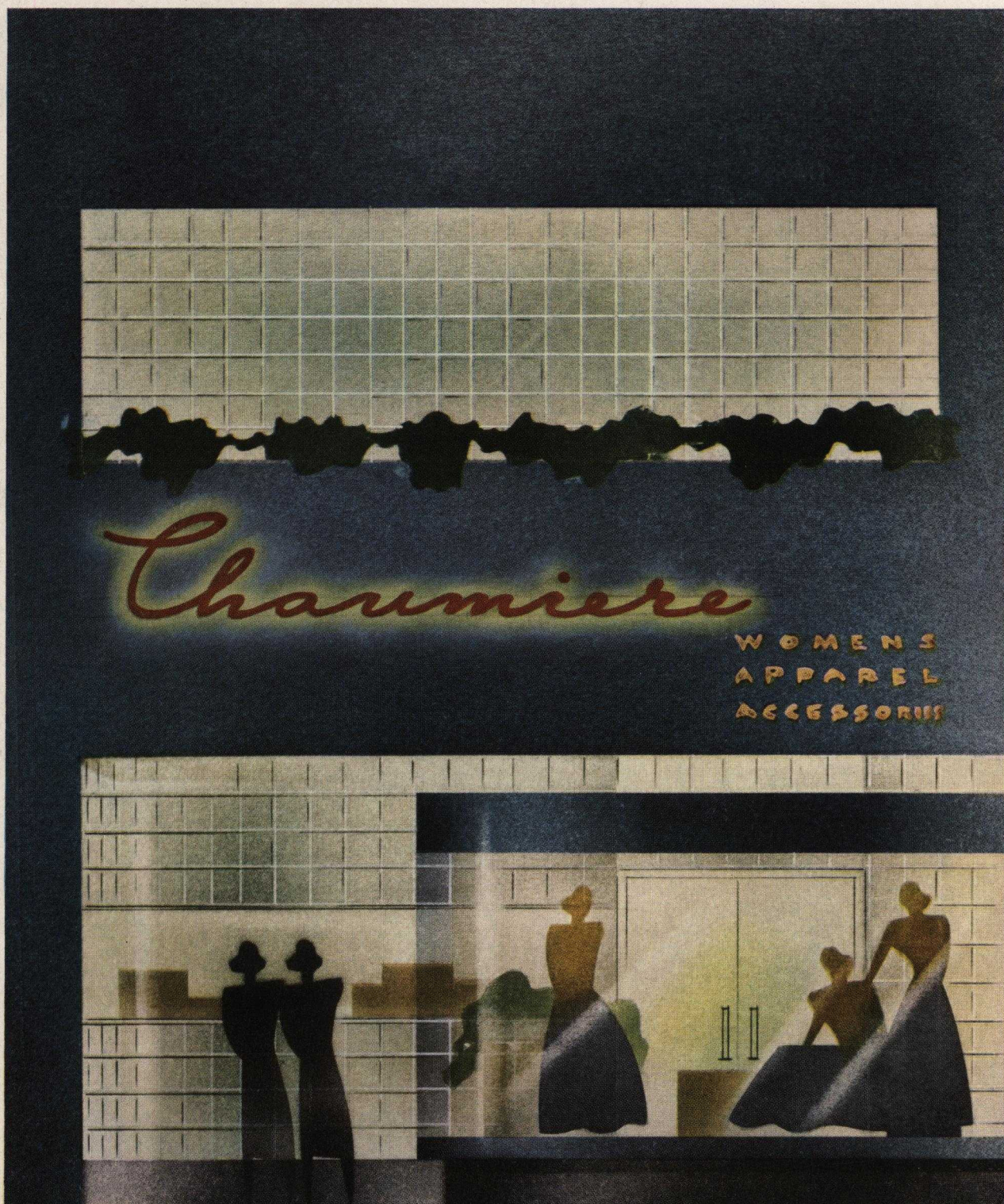
ROY JOHNSON AND

ALBERT E. OLSON

NEW YORK, NEW YORK

JURY COMMENT—"Exterior of restaurant provides inviting access, but the deep hole behind the sign and the tangential meeting of block wall with party wall are questionable features.

"This design was premiated largely because of the island show window arrangement of the apparel shop, with the vestibule walls of glass block interrupted by a small accessory display. Absence of any provision for access to what seems to be a balcony, the space above the isolated show window, and the somewhat tortuous entrance were questioned."



APPAREL SHOP

#317 GLASS BLOCK WALL OVER SERVICE STAIR BULKHEAD

PLANT SHELF

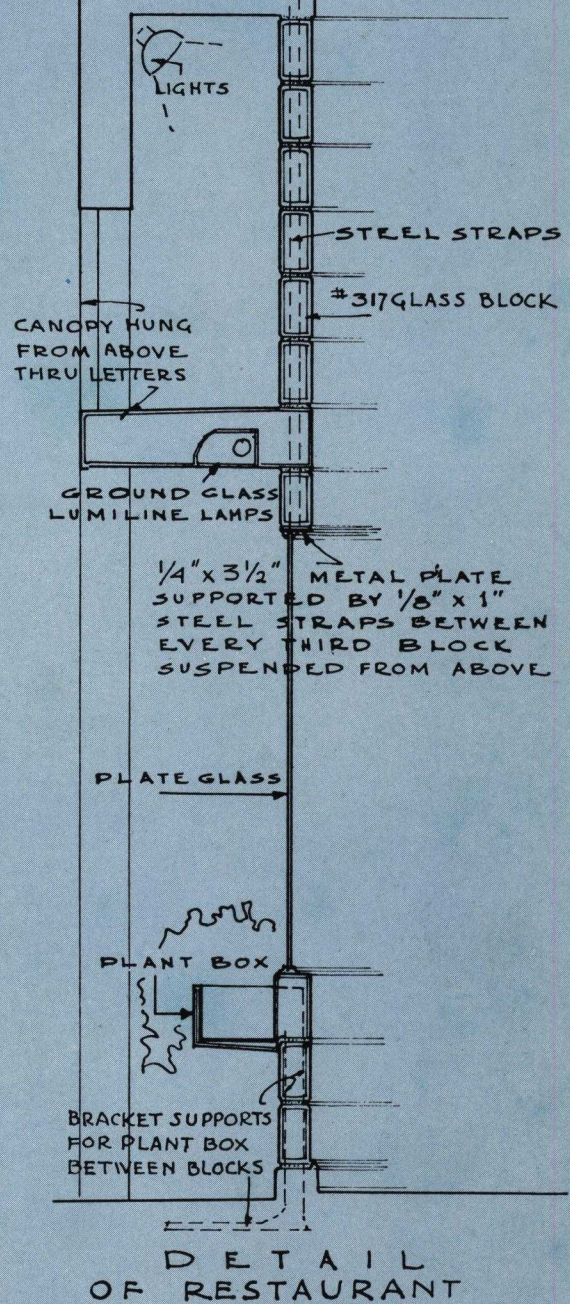
SERVING # PANTRY

WASH ROOMS BELOW

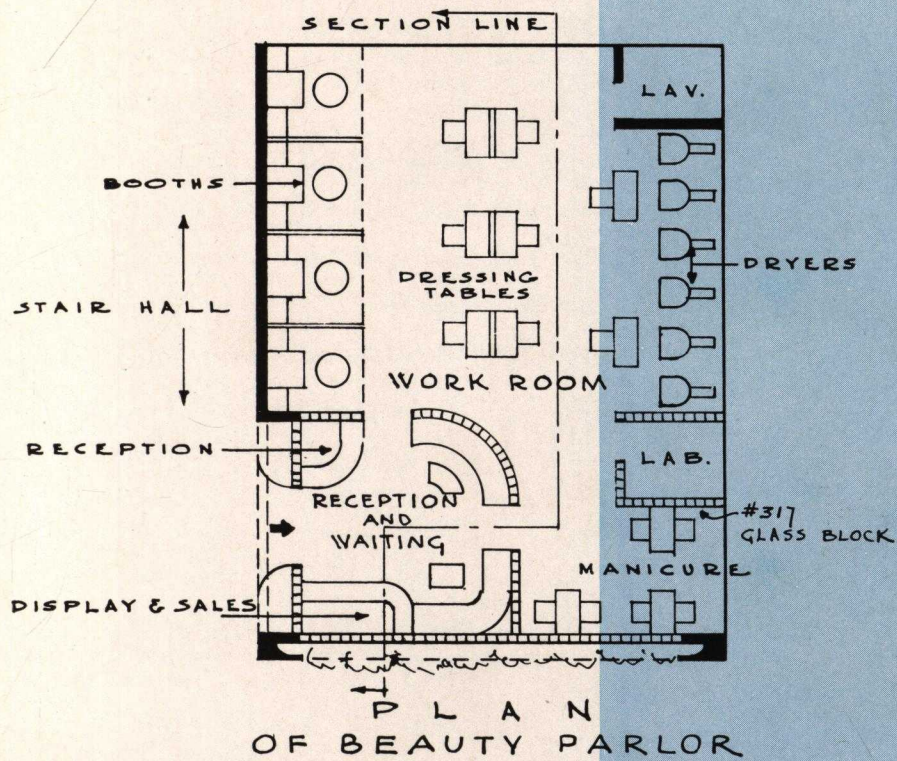
BAR #317

FOUNTAIN

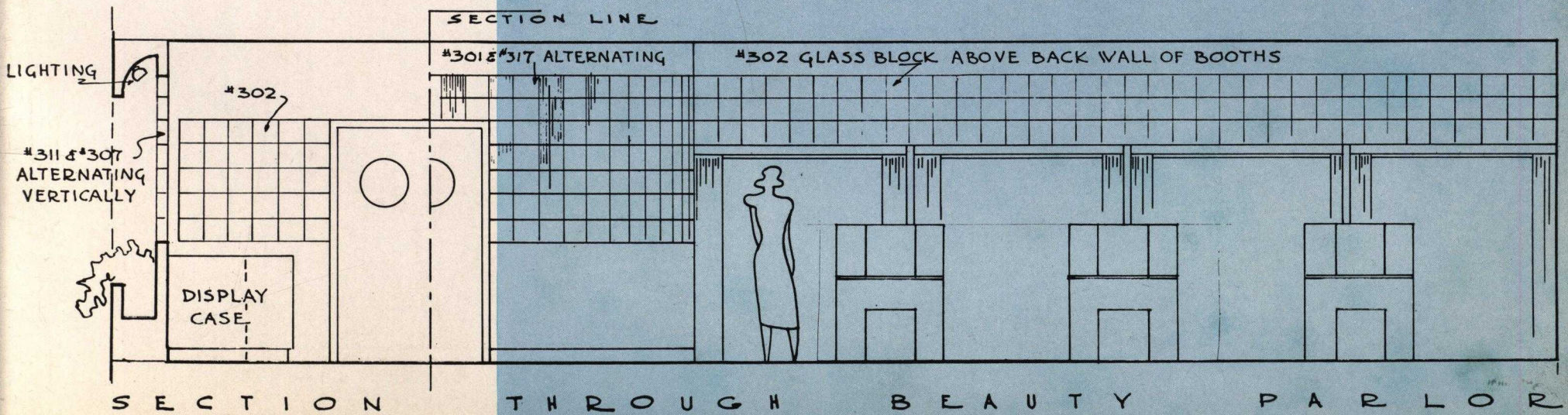
PLAN OF RESTAURANT



DETAIL OF RESTAURANT

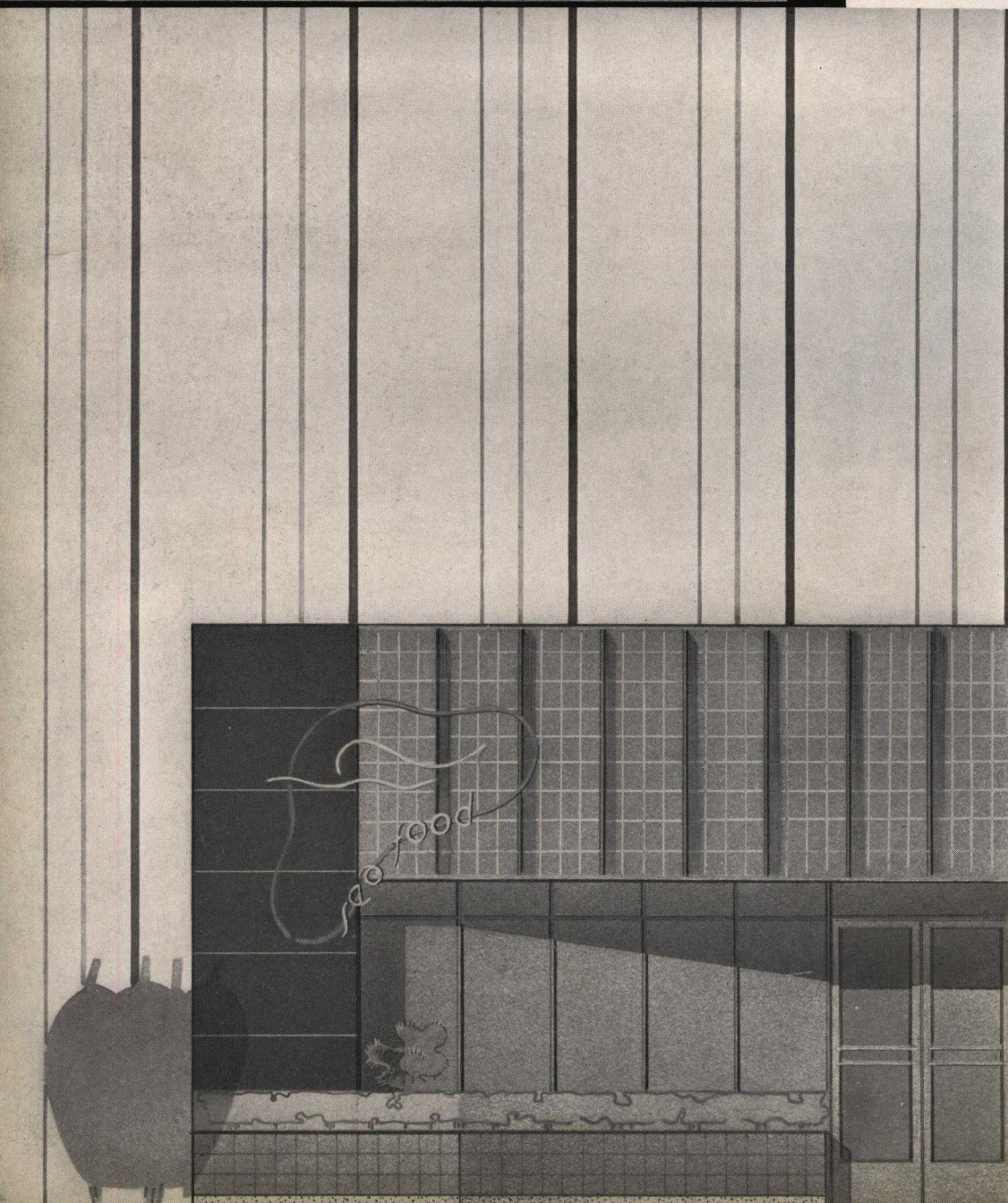
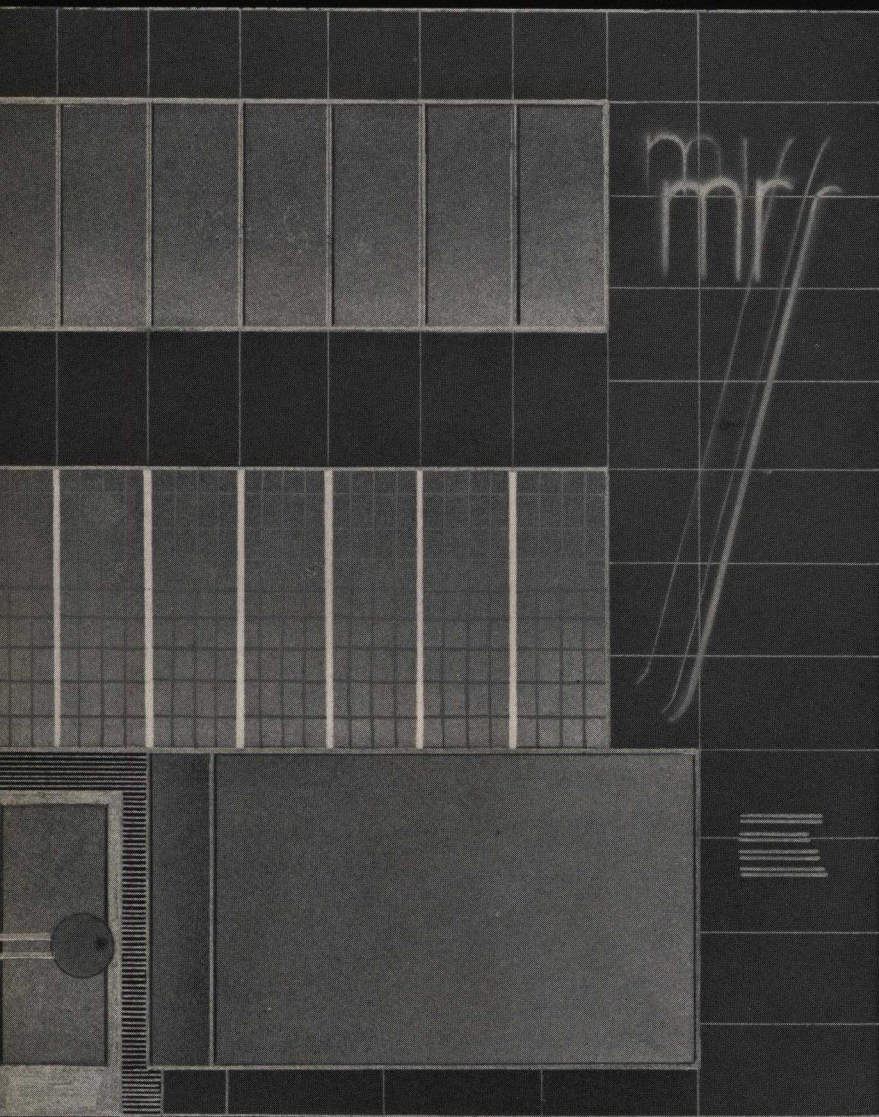


PLAN OF BEAUTY PARLOR



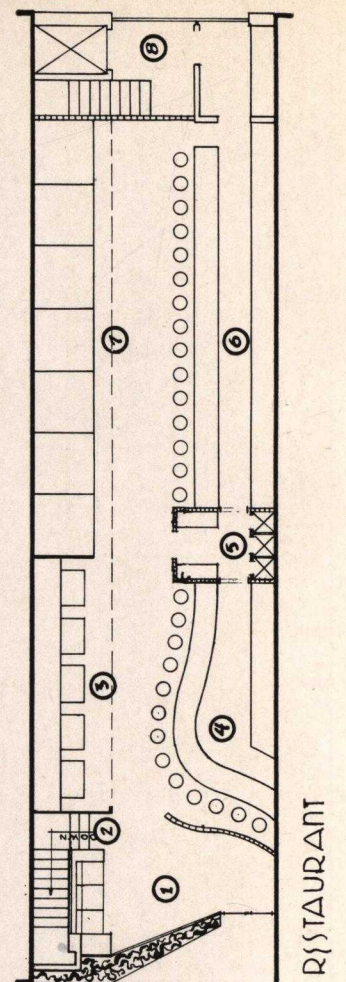
SECTION THROUGH BEAUTY PARLOR

APPAREL SHOP



LEGEND

- RESTAURANT
- ① RECEPTION-WAITING
- ② REST ROOMS
- ③ BENCH TABLES
- ④ BAR
- ⑤ SERVICE COUNTER
- ⑥ FOOD BAR
- ⑦ BOOTHS
- ⑧ SERVICE AREA

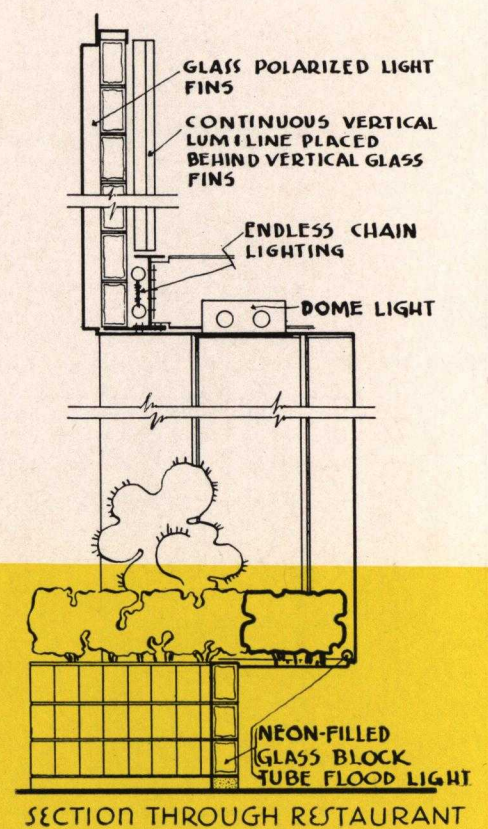


Submitted by

RICHARD E. DROVER, III

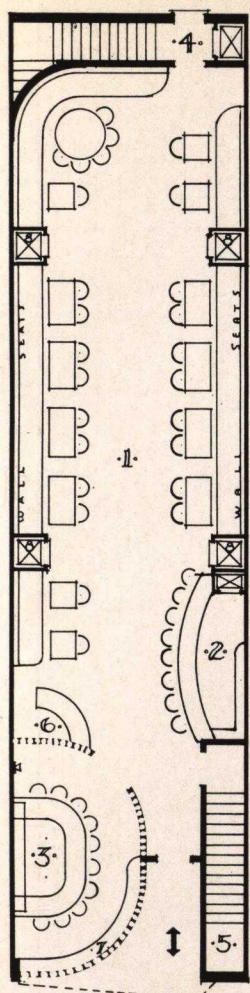
BARRINGTON, ILLINOIS

An effective use of lighting behind the glass block panel is shown in the restaurant design. Vertical and horizontal light strips are combined to form a light pattern behind the panel. The horizontal lights eliminate shadows which might be caused by the spandrel beam.



RESTAURANT

SECTION THROUGH RESTAURANT



APPAREL SHOP

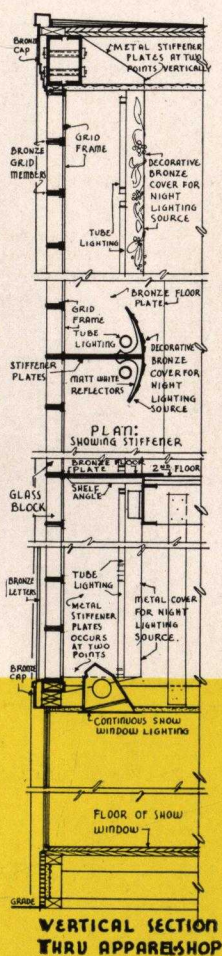
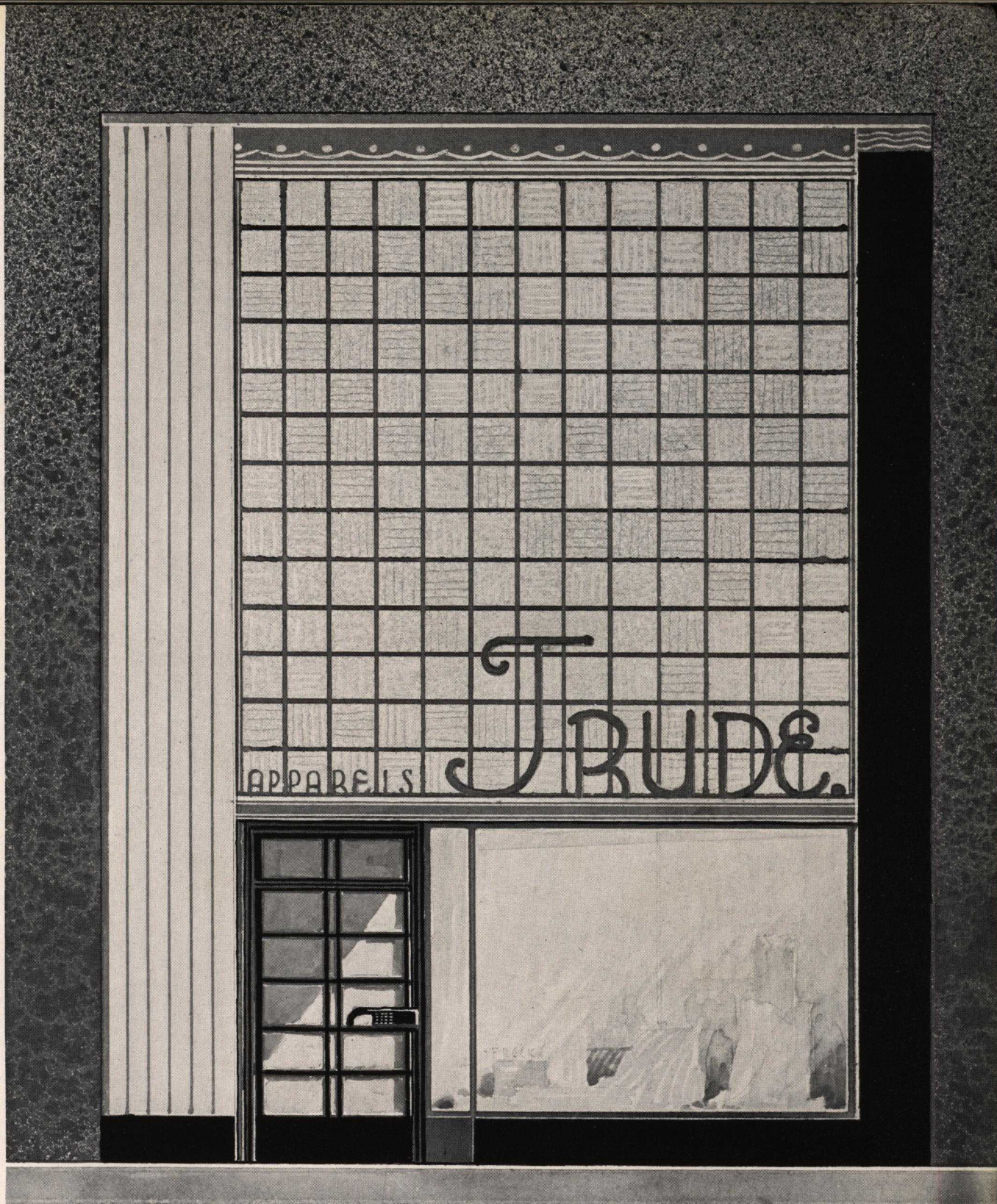
- 1. TABLE SERVICE
- 2. FOUNTAIN
- 3. BAR
- 4. SERVICE ENTRY
- 5. WASHROOMS
- 6. CASHIER
- 7. SHOW WINDOW
- 8. DUMBWAITERS

PLAN OF RESTAURANT

Submitted by

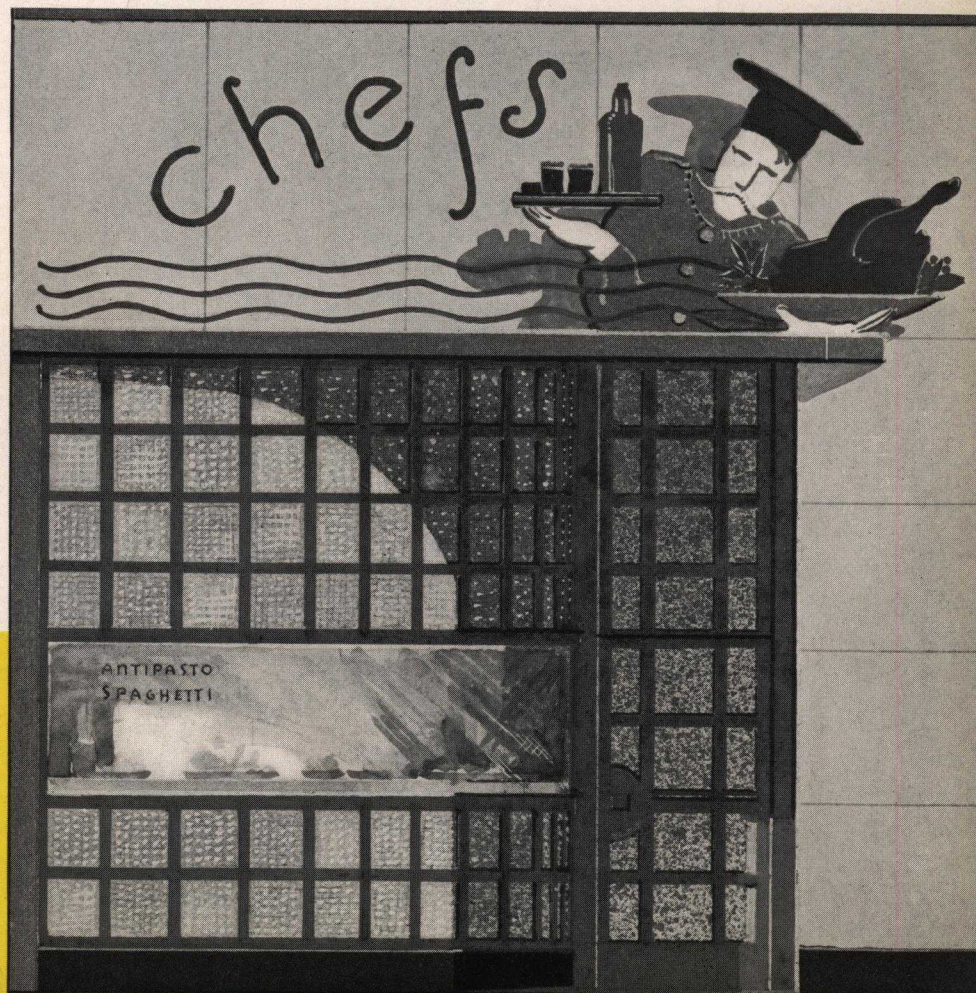
ANTHONY S. CIRESI, architect
CLEVELAND, OHIO

Glass block and metal present an attractive variation in panel design.



VERTICAL SECTION THRU APPAREL SHOP

RESTAURANT



Eighth prize, \$100.00

DAVID BAKER

CHICAGO, ILLINOIS

JURY COMMENT—"An ingenious use of baffle walls of contrast—block and clear glass for both restaurant and apparel shop. Open to question is the use of steps up to and around the free-standing screen of block shielding the apparel shop entrance; also the effectiveness of the store front's muntined glass wall for display purposes.



PINHOLE
LIGHTING

CALKING
STIFFENER
ANGLE
METAL TIE,
LETTERS

APPAREL SHOP-SECT.
THRU BALCONY, GLASS
BLOCK WALL, ENTRANCE

SERVICE
LIFT

RESTAU.
PLAN

TABLES

FOUNTAIN

D.W.

TABLES

ENTRANCE

COFFEE
HOUSE

ELEVATION

SECTION A-A

WASHROOM

EQUIP.

RECEPTION

WORKROOM

B. PARLOR

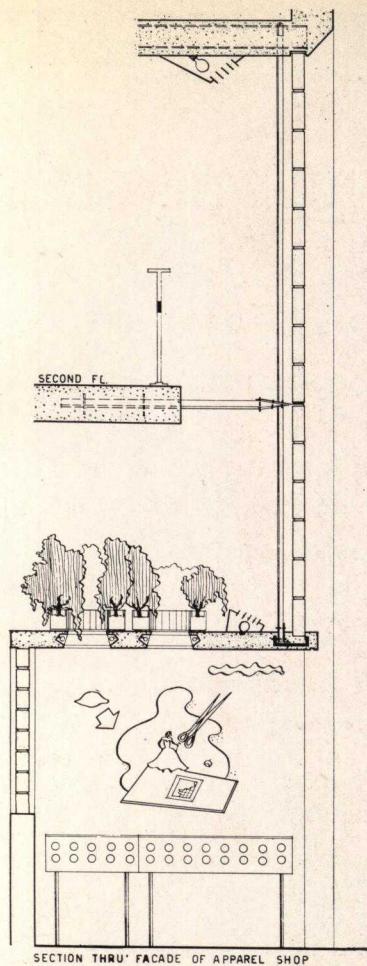
WASHROOM

RECEPTION

COSMETICS

BEAUTY PARLOR

SECTION A-A



Submitted by

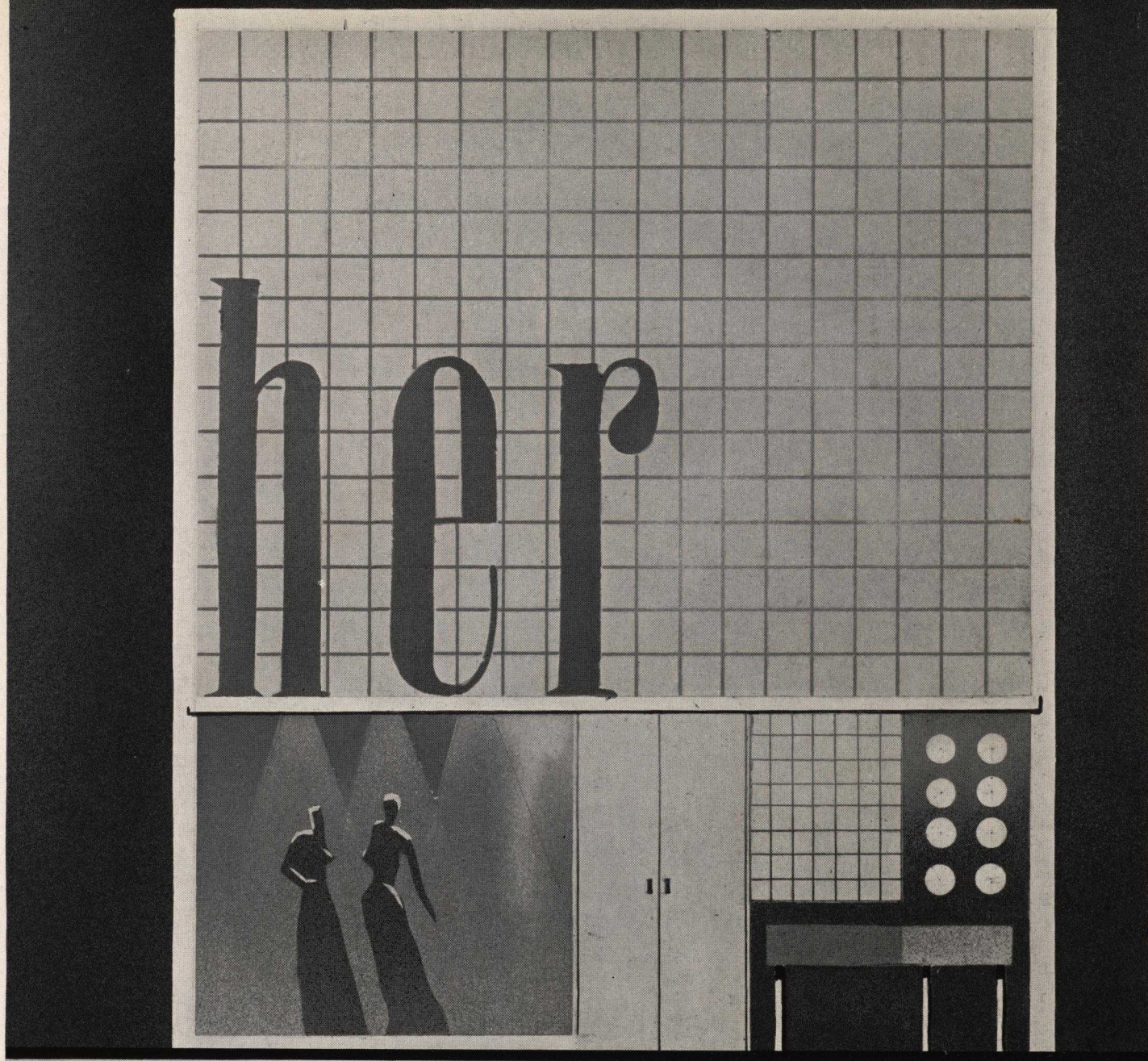
ROY S. JOHNSON

WOODSIDE, NEW YORK

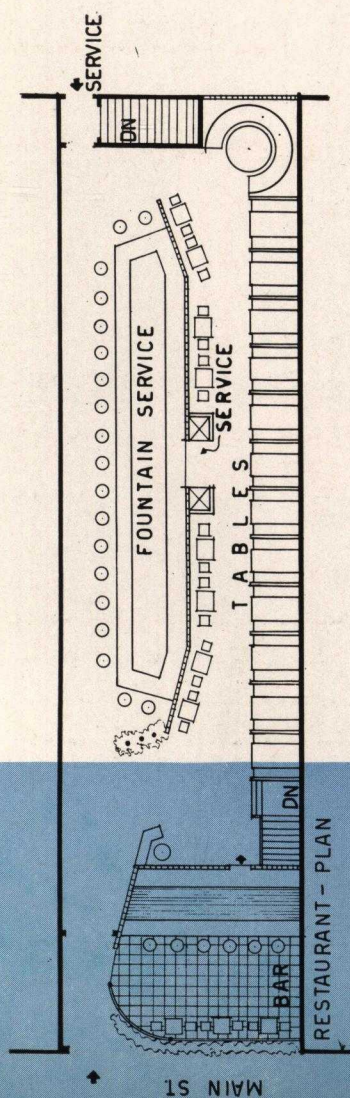
AND FRANK J. LA BIANCA

BROOKLYN, NEW YORK

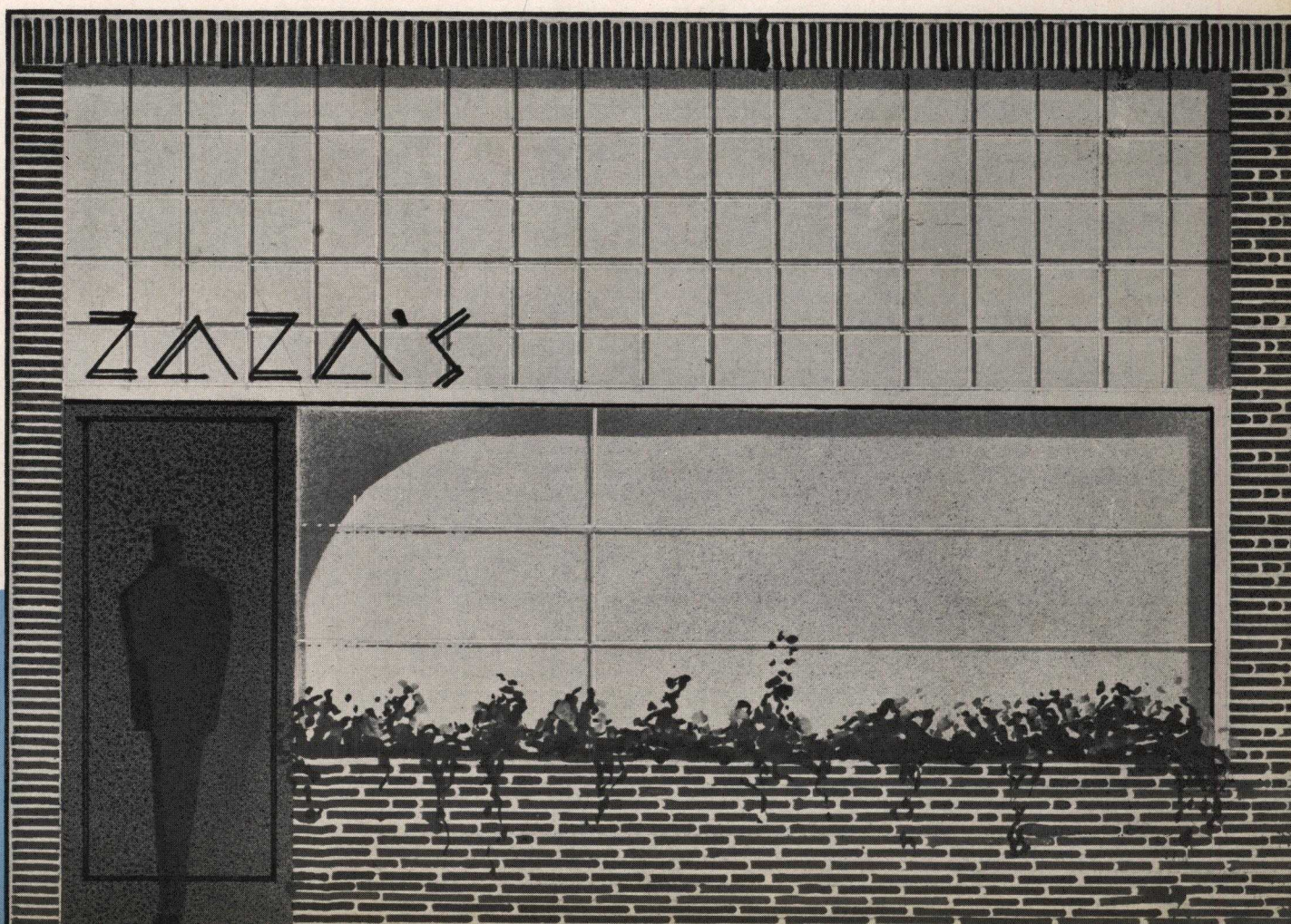
An interesting example of the use of glass block in a store front in combination with brick work.



APPAREL SHOP



RESTAURANT

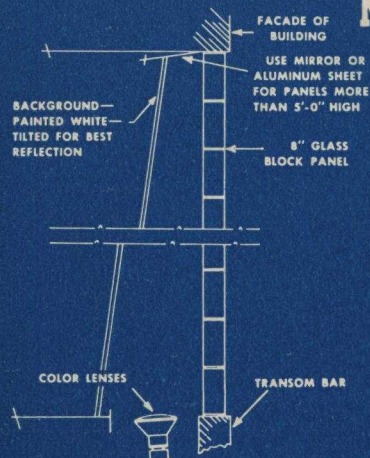


THE USE OF *Insulux* GLASS BLOCK IN STORE FRONTS

In reviewing the uses of glass block brought out in the competition, it is evident that the advantages of the product over other store front materials were utilized in most of the drawings. Some such advantages of glass block are:

1. They compel attention and draw trade both day and night.
2. Because they are translucent, artificial illumination is effective and economical.
3. They admit soft daylight without vision—a feature particularly applicable to restaurants, beauty parlors, etc.
4. They reduce air-conditioning and heating costs as compared to other translucent materials.
5. They create a feeling of spaciousness in small interior areas.
6. Their water-clear color permits changing colored lighting effects to revitalize store front appearance.
7. They form backgrounds for displays and show windows.
8. They act as backgrounds for the silhouetting of signs.
9. They are economical to erect, because of their inherent stability when laid in a panel.

NIGHT ILLUMINATION OF *Insulux* GLASS BLOCK



SKETCH No. 1

effectively and economically illuminated at night.

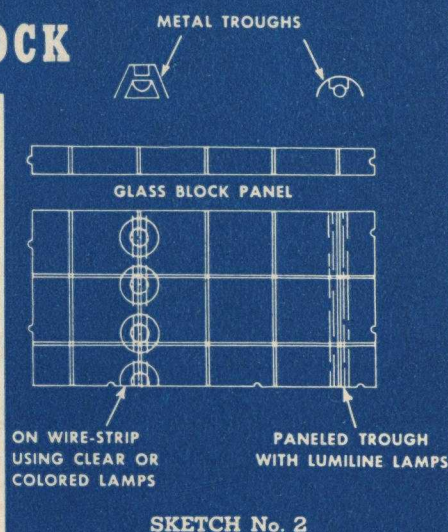
Glass block is a hollow, partially evacuated unit which has two light-transmitting faces on which designs may be impressed. The character of these designs doubly refracts the light, thereby obtaining a brilliance and sparkle not possible with a single sheet of glass. This characteristic of glass block greatly simplifies the problem of effectively illuminating the store front area.

Because of the refracting quality of glass block and because it can be lighted from behind, illuminating engineers have found that it can be lighted more economically and effectively than other comparable store front materials. The number of lighting effects that can be achieved is practically limitless, depending upon the glass block face design selected and the type of lighting equipment used.

Studies in the illumination of glass block indicate that there are three basic methods by which the most desirable effects can be obtained. The first and most commonly used is by proper general illumination within the

building. This is a highly desirable method when special lighting equipment cannot be used, as the same light needed within the building can be used in the illumination of the glass block areas. Sketches No. 1 and No. 2 illustrate the other two most commonly used methods for the illumination of glass block panels. Both of these methods embody the use of decorative lighting equipment designed particularly for the glass areas. Sketch No. 1 illustrates the principle of illuminating a panel by direct light and is one of many possible variations. This type of decorative illumination is particularly desirable for panels whose purpose is not only decorative but for the transmission of daylight into the interior of the building. It finds its best use in transoms, second-floor panels and bulkheads, when these bulkheads are used to transmit light into basements, etc.

Sketch No. 2 illustrates a method of decorative lighting when it is possible to use a reflective background. The sketch indicates only the principle involved, as the reflecting background might be constructed of other materials, such as Venetian blinds or drapes.



SKETCH No. 2

Many store fronts are designed using materials which are effective in their appearance and attention-attracting ability in the daytime but due to the difficulty of illumination lose their selling ability at night. On the other hand, because of the natural brilliance and sparkle of water-clear glass, Insulux is not only attractive during the day but can be

This method can be used for interior wall panels, backgrounds for displays, bar fronts, or for any exterior panel where it is possible to use either Venetian blinds or drapes.

For further information on the illumination of glass block panels, write the Owens-Illinois Glass Company, Toledo, Ohio, or consult your illuminating engineer or power company.

SERIES AND SIZE OF RECTANGULAR BLOCKS

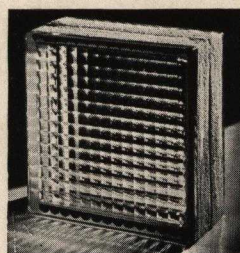
SERIES 100
8" x 4 7/8" x 3 7/8"

SERIES 200
5 3/4" x 5 3/4" x 3 7/8"

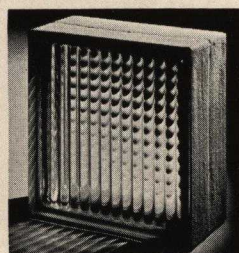
SERIES 300
7 3/4" x 7 3/4" x 3 7/8"

SERIES 400
11 3/4" x 11 3/4" x 3 7/8"

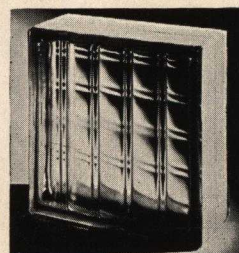
Designs, shapes, and sizes are subject to change without notice.



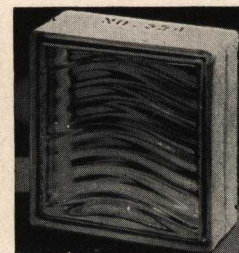
Design No. 2



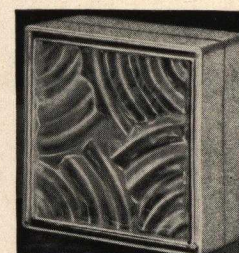
Design No. 16



Design No. 17



Design No. 24



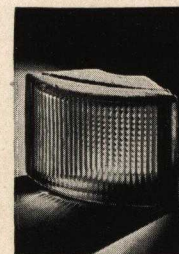
Design No. 30

GLASS BLOCK DESIGNS AND SHAPES

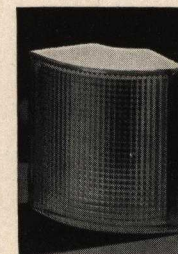
(Suitable for store front construction)

Insulux glass block is manufactured in a number of face designs. These face designs fall into two classifications; those which are decorative and those which transmit a softly diffused light.

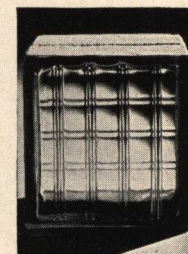
Because glass block is primarily used in store front design for its decorative and attention-attracting qualities, the block illustrated here is of the decorative type only. Information on light-diffusing block can be obtained by writing the Owens-Illinois Glass Company, Toledo, Ohio. The standard decorative block is available in three sizes. Corner block and radial block in harmonizing face designs are also available and are useful in forming panels of irregular shapes.



Light-transmitting corner



Light-transmitting corner



Radial

OWENS-ILLINOIS GLASS COMPANY
INSULUX PRODUCTS DIVISION
TOLEDO, OHIO

PRINTED IN U.S.A.

Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

**BUILDING
TECHNOLOGY
HERITAGE
LIBRARY**

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

**NATIONAL
BUILDING
ARTS
CENTER**

<http://web.nationalbuildingarts.org>

